



*When the seasons change, we tell you where the color is on the Parkway, simple as that.*

[www.parkwaycolors.com](http://www.parkwaycolors.com)

**4,775**

Unique Users from  
Sep 23' - Mar 24'

**501**

Active Email  
Subscribers

**53.02%**

Email Open Rate  
national avg; 18%

**78%**

Out of State  
Users = Tourists

Data: Google Analytics as of March 31, 2024

We cover the Parkway from Asheville to Cherokee, the "Southern Section", providing visitors with the insight and resources to plan the perfect color chasing trip! No more guessing.

We package this insight into a Color Report, an in-depth breakdown of color change loaded with details on exactly where and when change is occurring, alongside tips and recommendations. We also offer the only 360° views of overlooks, alongside Local Tips to bring visitors to local businesses.

### **Ad Locations and Rates**

Color Report Email: \$75/mo or \$550/yr

*one Ad spot offered, 540 x 300 pixel size*

Color Report webpage: \$75/mo or \$550/yr

*one Ad spot offered, 650 x 330 pixel size*

360° Views webpage: \$50/mo or \$350/yr

*one Ad spot offered, 950 x 175 pixel size*

Local Spots webpage: \$30/mo or \$225/yr

*business is featured at top of list, one spot per category*

email us at [info@parkwaycolors.com](mailto:info@parkwaycolors.com) to get started