GROUP THE TRAVEL LEADER INC.

2015 ADVERTISING PLANNER
WHAT DOES OUR BRAND STAND FOR?

DESIGN STANDARDS YOUR ADVERTISING DESERVES. Our newsstand-quality magazines are the most engaging in the industry. Travel planners read them and keep them to refer to frequently.

STRATEGIC PARTNERSHIPS THAT BUILD INFLUENCE. We have exclusive publishing arrangements with The Group Travel Family, Travel South USA, Travel Alliance Partners, and Grand Central USA to name a few. We are also a longtime corporate sponsor of Tourism Cares.

CONTENT YOU CAN COUNT ON. Our writers and editors travel America and the world. We don’t use canned publicity, and we don’t sell editorial. Because our readers trust us, your advertising sets you apart.

THE VISION TO PIONEER NEW MARKETS. In addition to offering access to the next generation of travel planners in The Group Travel Leader, we pioneered the industry’s only magazines for bank, chamber, alumni and faith-based group travel programs. As a result, Select Traveler and Going On Faith dominate their markets.

CONFERENCES THAT CLOSE THE LOOP. Our relationship with the Group Travel Family means only we offer you co-branded events so you can meet face-to-face with your target audiences. No other publishing company offers such a powerful combination of media- and event-based marketing opportunities.
Our Magazines and Special Issues

Our Industry Publishing Partnerships Speak for Themselves

We can produce one for your state or region!

We offer turnkey custom publishing partnerships like these to travel regions and organizations. We do all the work. We create an editorial outline with the partner, sell all advertising, produce superb graphics and print overruns for the partner organization that can be used in marketing programs for an entire year.

Call today to see how easily we can do one for you!

(888) 253-0455

Myrtle Beach Holiday Guide

We publish Myrtle Beach's annual holiday travel guide which is poly bagged with the February issue of The Group Travel Leader. Print overruns are used by Myrtle Beach CVB at trade shows and events.

Travel South Tour Planner

We publish Grand Central USA's annual group planner which runs in the March issue of The Group Travel Leader. Print overruns are used at their trade shows and events.

Travel South Tour Planner

For 20 years, we have published Travel South USA's official group planner which runs in the January issue of The Group Travel Leader. Print overruns are used as their fulfillment piece domestically and overseas.

Tour Southern and Eastern Kentucky Tour Planner

We published this region’s travel planner and poly bagged it with an issue of The Group Travel Leader. Print overruns were used at their trade shows and events.

Proud Partners of:

Tourism Cares

The Group Travel Leader
ADVERTISE WITH US ONLINE!

WEBSITE BANNER ADS
You can purchase a Banner Ad on any of our three websites for 3, 6, 9 or 12 months.

LEADERBOARD  980 x 90 pixels
SIDE BANNER   250 x 250 pixels

DIGITAL EDITION SPONSORSHIPS
Online Digital Edition Sponsorship includes the following:
• Print recognition in that month’s print magazine
  (includes logo, phone number and web address)
• A 200 x 240 pixel banner ad on our Digital Edition Blast Email
• Belly band as online digital edition cover

E-NEWSLETTER BANNER ADS
LEADERBOARD  600 x 100 pixels
SIDE BANNER   200 x 200 pixels

DEDICATED E-BLAST
We can email your customized HTML email promotion to all of our niche markets. Target any specific buyer group with your sales message. More than 25,000 active travel groups are waiting to hear from you!

POP-UP BANNER AD
You can purchase a Pop Up Ad that appears once every 12 hours when a person clicks on our website by sending us a 640 x 480 pixel ad.

VIDEO HUB SPONSORSHIP
• A 250 x 250 pixel pre-roll slide before every video
• A 640 x 360 pixel video
• Phone and website information

SPONSORED BLOG
You can purchase a sponsored blog post by sending us four photos and up to 400 words about a featured tour or product. Your blog post will also be featured in one issue of the e-newsletter.

LET US CREATE A CUSTOMIZED PRINT AND ONLINE CAMPAIGN FOR YOU!
ADVERTISE IN OUR THREE E-NEWSLETTERS

GROUP TRAVEL MINUTE

Monthly to:
- Tour Operators
- Group Leaders
- Bus Companies
- Receptive Operators

SELECT TRAVELER MINUTE

Bimonthly to:
- Bank Travel Directors
- Alumni Travel Directors
- Chamber Travel Directors

FAITH TRAVEL MINUTE

Bimonthly to:
- Religious Group Travel Planners
- Tour Operators who serve this market

CALL: 888-253-0455 FOR RATES AND ISSUES AVAILABLE | AD SIZES: 200 X 200 PIXELS AND 600 X 100 PIXELS
## 2015 Editorial Calendar

<table>
<thead>
<tr>
<th>Issue</th>
<th>City Feature</th>
<th>State Feature</th>
<th>Special Interest</th>
<th>Travel Stop</th>
<th>Regional Guide</th>
<th>Conference Content</th>
<th>Annual Guide</th>
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<tr>
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<td>Texas</td>
<td>Faith Friendly Travel</td>
<td>Farm to Table</td>
<td>Pacific States (AK, CA, HI, OR, WA)</td>
<td>Faith-Based Travel Directory</td>
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<td>February</td>
<td>Virginia Beach, VA</td>
<td>Missouri</td>
<td>Musical Performances</td>
<td>Sightseeing Cruises</td>
<td>Southwest (AZ, NM, NV, OK, TX)</td>
<td>Faith Travel Trends</td>
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<td>March</td>
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<td>April</td>
<td>Brandywine Valley, PA</td>
<td>Nebraska</td>
<td>International Journeys</td>
<td>Architectural Sites</td>
<td>South (AL, AR, FL, GA, KY, LA, MS, NC, SC, TN, VA, WV)</td>
<td>Conference City Showcase</td>
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<td>May</td>
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<td>August</td>
<td>Washington Co., OR</td>
<td>South Dakota</td>
<td>Museums</td>
<td>Patriotic Attractions</td>
<td>Northeast (CT, DC, DE, MA, MD, ME, NH, NJ, NY, PA, RI, VT)</td>
<td>Top Faith-Based Destinations</td>
<td>Faith-Based Meeting Guide*</td>
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<td>October</td>
<td>Quad Cities</td>
<td>South Carolina</td>
<td>Youth Travel</td>
<td>Rafting / Paddling Trips</td>
<td>Mountain/NW (CO, ID, MT, ND, SD, UT, WY)</td>
<td>Going On Faith Conference Report</td>
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<td>November</td>
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*Special rates apply*
GROSS ADVERTISING RATES

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- Covers and Guaranteed Positions — Add 10%
- Black-and-White Ads – Subtract $300

For Ad Dimensions and Specs See Back Cover

READER PROFILE
Going On Faith is the national magazine for faith-based planners and serves as the official magazine of the Going On Faith Conference. It is mailed six times a year to more than 6,500 qualified travel directors for churches, synagogues and other religious groups and to tour operators who serve this market. These religious travel programs serve youth, boomer and mature adult groups.

CLOSING DATES
SPACE: 1st of month prior
MATERIALS: 5th of month prior

INSERTS
Your preprinted inserts can be polybagged with Going On Faith and mailed for as little as $7,000 net. Regional buys are also available. Call for a quote.

CONFERENCE
For information on our annual conference, go to www.gofconference.com.

CONTACT US
888.253.0455
Kelly@grouptravelleader.com
Stacey@grouptravelleader.com

READER STATISTICS
- Average Number of Members in Church Group: **184**
- Average Number of Travelers Per Trip: **36**
- Average Number of Overnight Trips: **6**
- Average Number of Day Trips: **8**
- Average Number of Months in Advance You Plan Trip: **9 months**

<table>
<thead>
<tr>
<th></th>
<th>Offers Theater Trips</th>
<th>Travel With Boomers</th>
<th>Include Museums/History</th>
<th>Take Cruises</th>
<th>Travel Internationally</th>
<th>Take Mission Trips</th>
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<tr>
<td>Percentage</td>
<td>97%</td>
<td>78%</td>
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## 2015 Editorial Calendar

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>THEME</th>
<th>STATE/REGIONAL FEATURE</th>
<th>CITY FEATURE</th>
<th>BIG CITY FEATURE</th>
<th>WE'RE KNOWN FOR:</th>
<th>SPECIAL SECTION</th>
<th>CONFERENCE CONTENT</th>
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<tbody>
<tr>
<td>January/February</td>
<td>Culinary</td>
<td>Illinois</td>
<td>Anchorage, AK</td>
<td>Chicago &amp; Its</td>
<td>Wineries</td>
<td>Northeast (CT, DC, DE, MA, MD, ME, NH, NJ, NY, PA, RI, VT)</td>
<td>Conference Preview</td>
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<td>March/April</td>
<td>Theater &amp; Entertainment</td>
<td>Missouri</td>
<td>Mackinaw Island, MI</td>
<td>New York City</td>
<td>Casinos</td>
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<tr>
<td>May/June</td>
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<tr>
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<td>Mountains</td>
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<td>Louisville, KY</td>
<td>Indianapolis</td>
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<td>Mountain States (CO, ID, MT, ND, SD, UT, WY)</td>
<td>Conference City Showcase</td>
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<td>November/December</td>
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<td>San Diego</td>
<td>National/State Parks</td>
<td>Southwest (AZ, NM, NV, OK, TX)</td>
<td>Readers’ Top Destinations</td>
</tr>
</tbody>
</table>

(888) 253-0455   SELECTTRAVELER.COM
READER PROFILE
Select Traveler is the national magazine for travel planners for banks, chambers of commerce and alumni associations, and serves as the official magazine of the Select Traveler Conference. It is mailed six times a year to more than 5,000 travel planners for these upscale groups, including 400 tour operators who serve this market. These affluent travel programs deliver members who travel as much as 6-8 times per year.

CLOSING DATES
SPACE: 1st of month prior
MATERIALS: 5th of month prior

INSERTS
Your preprinted inserts can be polybagged with Select Traveler and mailed for as little as $7,000 net.

CONTACT US
888.253.0455
Kelly@grouptravelleader.com
Stacey@grouptravelleader.com

POPULAR ALUMNI DESTINATIONS

DOMESTIC
- MISSISSIPPI RIVER CRUISE
- HOLIDAYS IN NEW YORK
- ALASKA
- WESTERN NATIONAL PARKS
- ALBUQUERQUE INT. BALLOON FESTIVAL

INTERNATIONAL
- ITALY
- THE BALTICS
- SOUTHERN AFRICA
- NORMANDY D-DAY ANNIVERSARY
- PANAMA CANAL CRUISE

GROSS ADVERTISING RATES

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For Ad Dimensions and Specs See Back Cover
<table>
<thead>
<tr>
<th>ISSUE</th>
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<th>STATE SPOTLIGHT</th>
<th>DESTINATION FEATURE</th>
<th>DESTINATION FEATURE</th>
<th>TRAVEL STOP</th>
<th>SPECIAL SECTION</th>
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<td>Lubbock, TX</td>
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<td>New York</td>
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<td>Eastern Shore MD</td>
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<td>Chicago &amp; Its Suburbs</td>
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<td>Montana Frontier</td>
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<td>2016 Top Festivals</td>
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<td>NOVEMBER</td>
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<td>New York City</td>
<td>Casino Guide</td>
<td>Pennsylvania &amp; TAP Section</td>
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READER PROFILE
Over the past two decades we have built and refined the group travel industry’s most respected readership, one that ranges from America’s largest travel companies to emerging groups that are being created every day. Our guaranteed print circulation of 20,000 currently includes:

- Group Travel Family member travel planners
- Members of NTA, ABA, UMA, USTOA, OMCA and SYTA
- Boomer-aged travel groups
- Smaller, special interest groups
- Outdoor adventure groups
- Automobile clubs
- Motorcycle groups
- Youth and student groups
- Golf travel groups
- Culinary travel groups

GROSS ADVERTISING RATES

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- Covers and Guaranteed Positions — Add 10%
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For Ad Dimensions and Specs See Back Cover

CLOSING DATES
SPACE: 1st of month prior
MATERIALS: 5th of month prior

INSERTS/CUSTOM PRINTING
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Kelly@grouptravelleader.com
Stacey@grouptravelleader.com

OFFER SHOPPING TRIPS
OFFER TRAVEL WITH BOOMERS
OFFER INCLUDE MUSEUMS/HISTORY
OFFER THEATER TRIPS
OFFER GAMING TRIPS
OFFER MORE THAN ONE GROUP

93% 88% 79% 78% 73% 44%
**AD REQUIREMENTS**

**File formats**
- PDF x1a created with Adobe Distiller
- Illustrator or Freehand (CMYK) eps
- Photoshop (CMYK) eps, tiff or psd
- InDesign

**Color**
- CMYK

**Resolution**
- 300 dpi

**IMPORTANT:** Be certain that all PMS and RGB colors have been converted to process color in all files. Ads received with unacceptable colors will be converted by our production staff. This conversion may change the color appearance.

**Linescreen**
- All of our publications are printed at 150 lines per inch.

**Graphics**
- PDF x1a created with Adobe Distiller
- EPS files
- TIFF files

**Fonts**
- All fonts converted to paths, outlines, boxes or embedded.
- Include all TrueType fonts used.
- Include all Post Script fonts used.
- Include all Adobe Multiple Master fonts used.
- (Include all printer and screen fonts.)

**Sending Ad**
- You may either email a PDF of your ad or upload your file to our FTP site using the following addresses:
  - production@grouptravelleader.com
  - production@selecttraveler.com
  - production@goingonfaith.com
  - www.grouptravelleader.com/upload-ads

**Deadlines:**
- All materials are due by the 5th of the month prior to the issue date.

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**AD DIMENSIONS**

**The Group Travel Leader**

**Select traveler**

**Going On Faith**

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**Ad Size** | **Standard** | **Trim Size** | **Bleed**
---|---|---|---
**Full Page** | 7.5" X 9.25" | 9" X 10.875" | 9.25" X 11.125"
**2/3 Page** | 5" X 9.25" | 5.675" X 10.875" | 5.925" X 11.125"
**Half Page Vertical** | 3.9" X 9.25" | 4.575" X 10.875" | 4.825" X 11.125"
**Half Page Horiz.** | 8" X 4.5" | 9" X 5.3438" | 9.25" X 5.5938"
**1/3 Page Vertical** | 2.5" X 9.25" | 3.175" X 10.875" | 3.425" X 11.125"
**1/3 Page Square** | 5" X 4.5" |  |  |
**1/6 Page** | 2.5" X 4.5" |  |  |

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*Contact Information:
(888) 253-0455  grouptravelleader.com
kelly@grouptravelleader.com or stacey@grouptravelleader.com