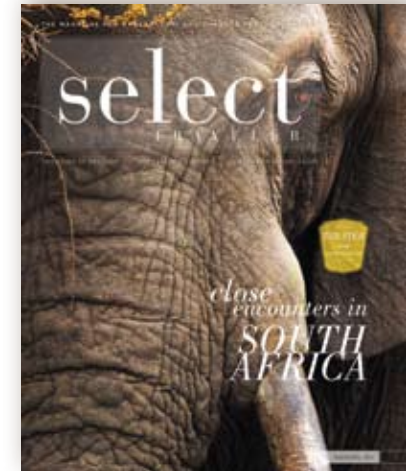
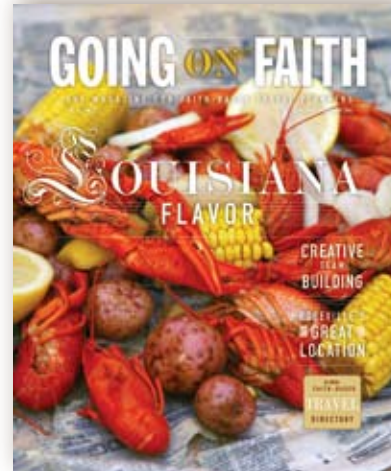


GROU
THE
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TRAVEL LEADER
INC.

2015 ADVERTISING PLANNER

OUR MAGAZINES



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

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

PROUD PARTNERS OF

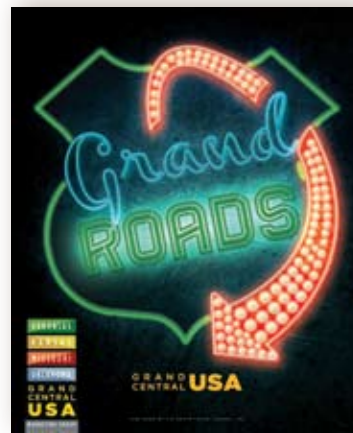


OUR INDUSTRY PUBLISHING PARTNERSHIPS SPEAK FOR THEMSELVES



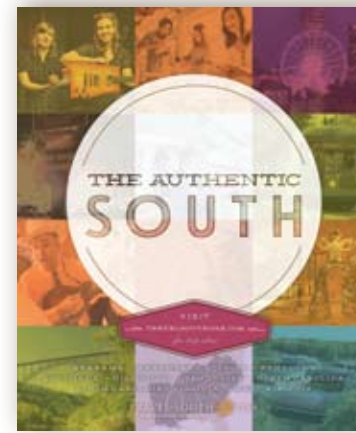
MYRTLE BEACH HOLIDAY GUIDE

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.



GRAND CENTRAL USA 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.



ADVERTISE WITH US ONLINE!

GROUPTRAVELLEADER.COM

GOINGONFAITH.COM

SELECTTRAVELER.COM

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 on 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

GOING ON FAITH

THE MAGAZINE FOR FAITH-BASED TRAVEL PLANNERS

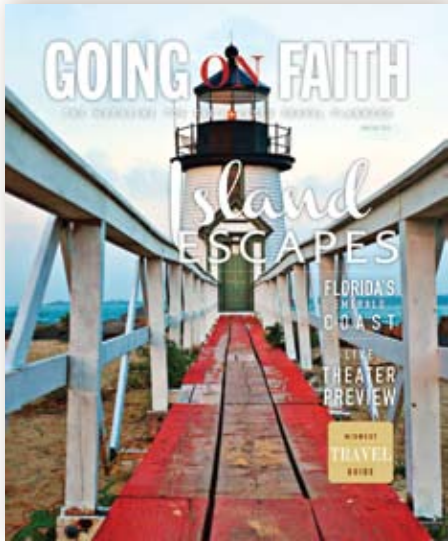
2015 EDITORIAL CALENDAR

ISSUE	CITY FEATURE	STATE FEATURE	SPECIAL INTEREST	TRAVEL STOP	REGIONAL GUIDE	CONFERENCE CONTENT	ANNUAL GUIDE
DECEMBER JANUARY	Monroe/West Monroe, LA	Texas	Faith Friendly Travel	Farm to Table	Pacific States (AK, CA, HI, OR, WA)	Faith-Based Travel Directory	—
FEBRUARY MARCH	Virginia Beach, VA	Missouri	Musical Performances	Sightseeing Cruises	Southwest (AZ, NM, NV, OK, TX)	Faith Travel Trends	—
APRIL MAY	Brandywine Valley, PA	Nebraska	International Journeys	Architectural Sites	South (AL, AR, FL, GA, KY, LA, MS, NC, SC, TN, VA, WV)	Conference City Showcase	—
JUNE JULY	Washington, D.C.	Tennessee	Religious Heritage	Amusement / Water Parks	Midwest (IA, IL, IN, KS, MI, MN, MO, NE, OH, WI)	Going On Faith Conference Preview	—
AUGUST SEPTEMBER	Washington Co., OR	South Dakota	Museums	Patriotic Attractions	Northeast (CT, DC, DE, MA, MD, ME, NH, NJ, NY, PA, RI, VT)	Top Faith-Based Destinations	Faith-Based Meeting Guide*
OCTOBER NOVEMBER	Quad Cities	South Carolina	Youth Travel	Rafting / Paddling Trips	Mountain/NW (CO, ID, MT, ND, SD, UT, WY)	Going On Faith Conference Report	—

*Special rates apply

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GOING ON FAITH

THE MAGAZINE FOR FAITH-BASED TRAVEL PLANNERS

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

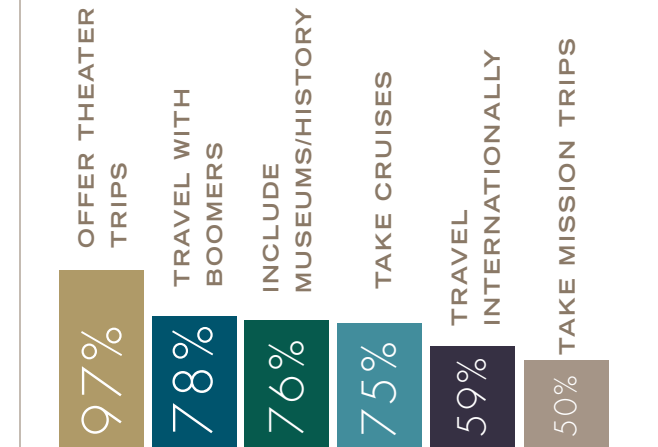
888.253.0455

Kelly@grouptraveller.com

Stacey@grouptraveller.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**



GROSS ADVERTISING RATES

	6X	3X	1X
Full Page, Color	2,100	2,205	2,310
2/3 Page, Color	1,680	1,735	1,785
Half Page, Color	1,365	1,420	1,470
1/3 Page, Color	935	990	1,040
1/6 Page, Color	625	650	685

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

For Ad Dimensions and Specs See Back Cover

select

TRAVELER

2015 EDITORIAL CALENDAR

ISSUE	THEME	STATE/REGIONAL FEATURE	CITY FEATURE	BIG CITY FEATURE	WE'RE KNOWN FOR:	SPECIAL SECTION	CONFERENCE CONTENT
JANUARY FEBRUARY	Culinary	Illinois	Anchorage, AK	Chicago & Its Suburbs	Wineries	Northeast (CT, DC, DE, MA, MD, ME, NH, NJ, NY, PA, RI, VT)	Conference Preview
MARCH APRIL	Theater & Entertainment	Missouri	Mackinaw Island, MI	New York City	Casinos	The South (AL, AR, FL, GA, KY, LA, MS, NC, SC, TN, VA, WV)	Conference Coverage
MAY JUNE	Dream Trips	Coastal Virginia	Asheville, NC	Atlanta	Art Museums	Midwest (IA, IL, IN, KS, MI, MN, MO, NE, OH, WI)	Member Trends
JULY AUGUST	Adventure Travel	Atlantic Canada	Reno/Tahoe, NV	Philadelphia	Mountains	Pacific States (AK, CA, HI, OR, WA)	Membership Directory
SEPTEMBER OCTOBER	Trending in Travel	Mississippi	Louisville, KY	Indianapolis	Historic Homes/ Mansions	Mountain States (CO, ID, MT, ND, SD, UT, WY)	Conference City Showcase
NOVEMBER DECEMBER	Arts & Culture	South Dakota	Calgary, AB	San Diego	National/State Parks	Southwest (AZ, NM, NV, OK, TX)	Readers' Top Destinations

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THE MAGAZINE FOR BANK, ALUMNI AND CHAMBER TRAVEL PLANNERS

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TRAVELER

GROSS ADVERTISING RATES

	6X	3X	1X
Full Page, Color	2,775	2,925	3,075
2/3 Page, Color	2,265	2,385	2,505
Half Page, Color	1,920	2,010	2,100
1/3 Page, Color	1,390	1,460	1,530
1/6 Page, Color	890	940	990

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

For Ad Dimensions and Specs See Back Cover

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.

CONFERENCE

For more information on our annual conference, call 800-628-0993.

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

CHAMBER TRAVEL AGE GROUPS

- 38% HAVE TRAVELERS AGES 21-29
- 56% HAVE TRAVELERS AGES 30-39
- 78% HAVE TRAVELERS AGES 40-49
- 89% HAVE TRAVELERS AGES 50-59
- 78% HAVE TRAVELERS AGES 60 AND OLDER

BANK TRAVEL PROGRAMS

- 98% OFFER THEATER TRIPS
- 93% TAKE CRUISES
- 88% TRAVEL INTERNATIONALLY
- 80% TRAVEL WITH BOOMERS
- 60% OFFER GAMING TRIPS
- 55% OFFER SHOPPING TRIPS

THE GROUP

TRAVEL LEADER

2015 EDITORIAL CALENDAR

ISSUE	THEME	STATE SPOTLIGHT	DESTINATION FEATURE	DESTINATION FEATURE	TRAVEL STOP	SPECIAL SECTION	SPECIAL INTEREST
JANUARY	Spring Destinations	Ohio	Nevada	Lubbock, TX	Mountain Destinations	Travel South Tour Planner	Hotels/Resorts
FEBRUARY	Music & Entertainment	Florida	Wisconsin	Branson, MO	Museum Guide	New York	CVB Feature
MARCH	Food & Spirits	Louisiana	Kentucky	Eastern Shore MD	Boardwalks	Grand Central USA (AR, KS, MO, OK)	Train Trips
APRIL	International Travel	Iowa	Virginia's Founding Fathers	Chicago & Its Suburbs	Shopping Guide	Native American Directory	International Outbound Operators
MAY	History & Heritage	Alabama	Montana Frontier	Charleston, WV	Western Heritage	The Carolinas & Georgia	CVB Feature
JUNE	Americana	Tennessee	Michigan	Tucson, AZ	Theater Guide	Mississippi	Multi-Generational Travel
JULY AUGUST	Fall Destinations	North Dakota	New England	Toronto, ON	Attractions Guide	Oklahoma	CVB Feature
SEPTEMBER	Arts & Culture	New Jersey	Niagara Falls (US & CAN)	Albuquerque, NM	Distilleries	Buyer's Guide Directory	Travel Technology
OCTOBER	Outdoor Adventure	California	Wyoming	Fairbanks, AK	Beaches & Seashores	America's Heartland (IL, IN, IA, MI, MN, MO, OH, WI)	2016 Top Festivals
NOVEMBER DECEMBER	Industry Insider	Nebraska	Hawaii	New York City	Casino Guide	Pennsylvania & TAP Section	Receptive Operators



THE GROUP

TRAVEL LEADER

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

CLOSING DATES

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

INSERTS/CUSTOM PRINTING

Your preprinted inserts can be polybagged with The Group Travel Leader and mailed for as little as \$10,000 net. Regional buys are also available. Call for a quote.

CONTACT US

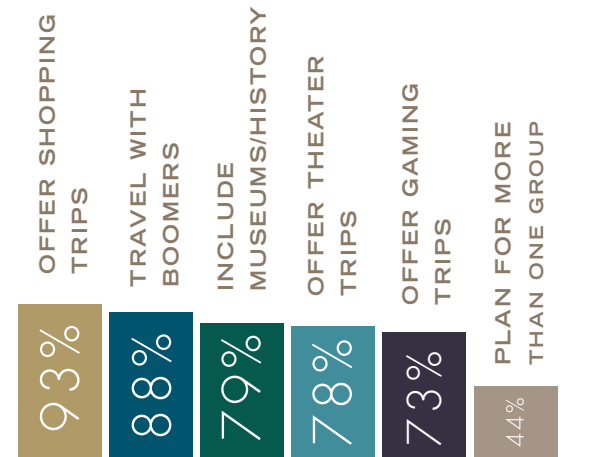
888.253.0455
Kelly@grouptraveller.com
Stacey@grouptraveller.com

GROSS ADVERTISING RATES

	10X	5X	3X	1X
Full Page, Color	3,980	4,180	4,380	4,580
2/3 Page, Color	3,000	3,200	3,400	3,600
Half Page, Color	2,500	2,650	2,800	2,950
1/3 Page, Color	1,525	1,650	1,775	1,900
1/6 Page, Color	990	1,090	1,190	1,290

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

For Ad Dimensions and Specs See Back Cover



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:

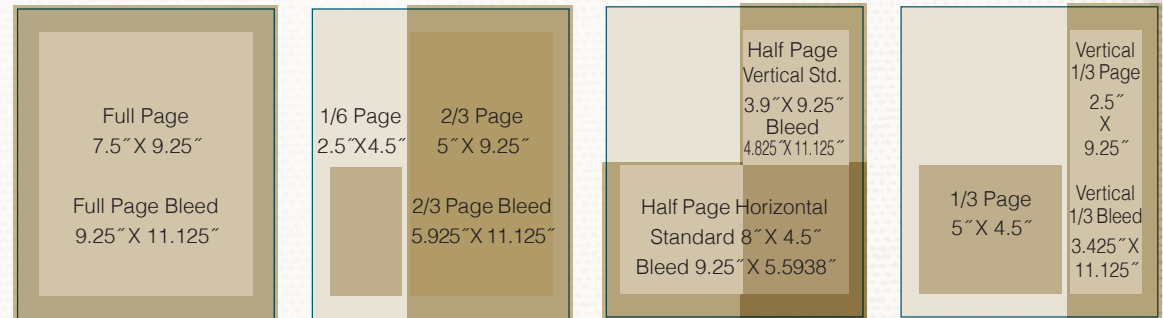
All materials are due by the 5th of the month prior to the issue date.

AD DIMENSIONS

THE GROUP TRAVEL LEADER

SELECT TRAVELER

GOING ON FAITH



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"		

(888) 253-0455

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kelly@grouptravelleader.com or stacey@grouptravelleader.com