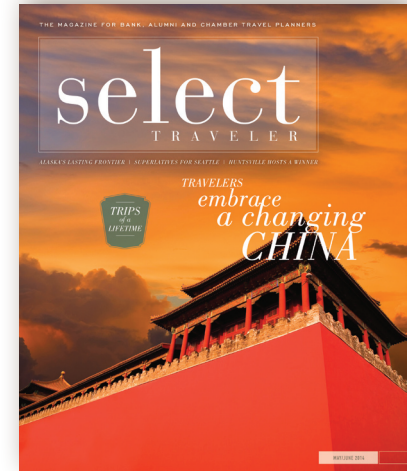
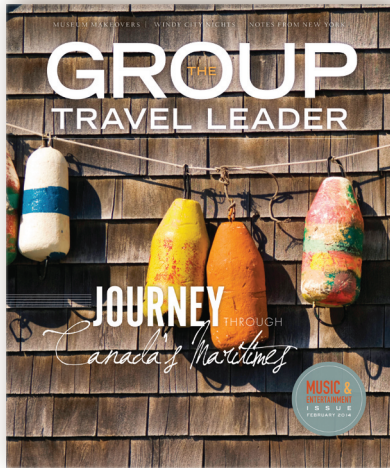


**GROUP**  
THE  
**TRAVEL LEADER**  
INC.

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2016 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

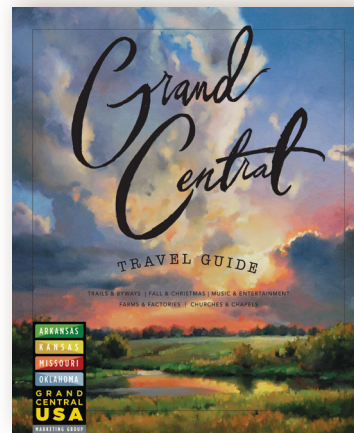


## OUR INDUSTRY PUBLISHING PARTNERSHIPS SPEAK FOR THEMSELVES



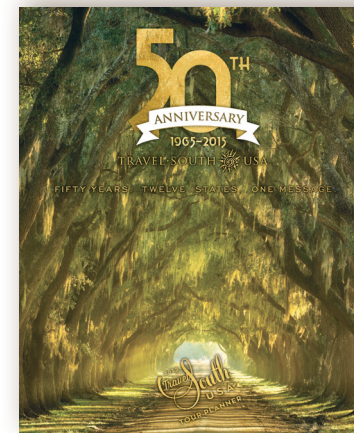
### MYRTLE BEACH HOLIDAY GUIDE

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



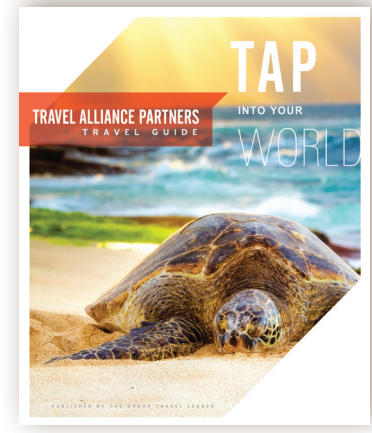
### GRAND CENTRAL USA TOUR PLANNER

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.



### TRAVEL ALLIANCE PARTNERS (TAP)

We publish the TAP annual group travel planner in both the November/December issues of The Group Travel Leader and Select Traveler magazines. Print overruns are used at trade shows.



# ADVERTISE WITH US ONLINE!

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**GROUPTRAVELLEADER.COM**

**GOINGONFAITH.COM**

**SELECTTRAVELER.COM**

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## WEBSITE BANNER ADS

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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

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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

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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 18,000 active travel groups are waiting to hear from you!

## POP-UP BANNER AD

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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

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

## SPONSORED BLOG

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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!**



# READERSHIP EVENTS

## HOST QUALIFIED TRAVEL PLANNERS IN YOUR DESTINATION



Host qualified travel planners in your destination or on your tour by working with us on a readership event. We promote the event, invite our readers, assist you with planning and attend it to produce editorial coverage, social media buzz and videos that can be used for months afterwards.

We have completed successful readership events for both domestic and international destinations and travel companies. These events are

designed to unite your industry or members in an overall effort that produces excitement leading up to, during and after the event. Your exposure lasts for months and yields massive media results from onsite interaction with travel planners who attend.

FAM trips, culinary tours, pub crawls, site inspections, workshops and other programs can all be used as the basis for a readership event to promote your destination or travel product.

CALL: 888-253-0455 FOR DETAILED INFORMATION AND RATES

# GOING ON FAITH

THE MAGAZINE FOR FAITH-BASED TRAVEL PLANNERS

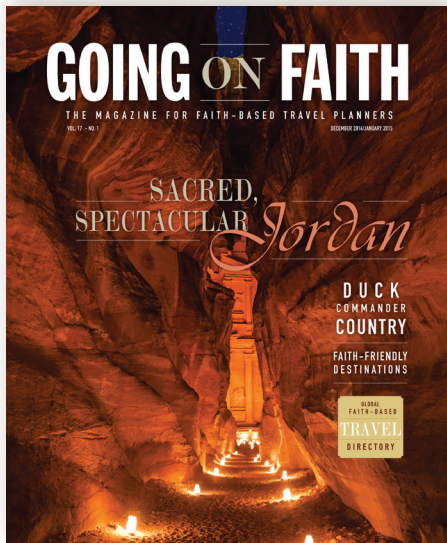
## 2016 EDITORIAL CALENDAR

ISSUE	CITY FEATURE	STATE FEATURE	SPECIAL INTEREST	TRAVEL STOP	ANNUAL GUIDE	CONFERENCE CONTENT
<b>DECEMBER JANUARY</b>	Quebec City	North Carolina	State Parks	Water Parks	Youth Travel	Faith-Based Travel Directory
<b>FEBRUARY MARCH</b>	Bardstown, KY	Indiana	Wildlife Encounters	Music Theater	Religious Attractions	Faith Travel Trends
<b>APRIL MAY</b>	Colorado Springs	Kansas	Western Heritage	America's Lakes	The South	Conference City Showcase
<b>JUNE JULY</b>	Merrimack, MA	Pennsylvania	Foodie Towns	Booming Downtowns	The Midwest	Top Faith-Based Destinations
<b>AUGUST SEPTEMBER</b>	Twin Cities, MN	Wisconsin	Ethnic Heritage	Bustling Suburbs	Faith-Based Meeting Guide *	Going On Faith Conference Preview
<b>OCTOBER NOVEMBER</b>	Williamsburg, VA	Florida	Historic Hotels	Boardwalks	International	Going On Faith Conference Coverage

\* Special rates apply

(888) 253-0455

GOINGONFAITH.COM



# GOING ON FAITH

THE MAGAZINE FOR FAITH-BASED TRAVEL PLANNERS

## GROSS ADVERTISING RATES

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

- 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

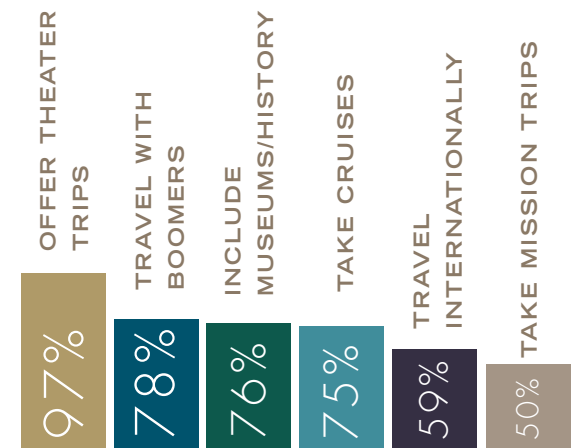
For information on our annual conference, go to [www.gofconference.com](http://www.gofconference.com).

### CONTACT US

888.253.0455  
[Kelly@grouptraveller.com](mailto:Kelly@grouptraveller.com)  
[Stacey@grouptraveller.com](mailto: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**





# 2016 EDITORIAL CALENDAR

ISSUE	THEME	STATE/REGIONAL FEATURE	CITY FEATURE	BIG CITY FEATURE	WE'RE KNOWN FOR:	SPECIAL SECTION	CONFERENCE CONTENT
<b>JANUARY FEBRUARY</b>	Culinary	Nebraska	Charleston, SC	Boston	Distilleries	Train Trips	Conference Preview
<b>MARCH APRIL</b>	Adventure	Maryland	Billings, MT	Milwaukee	Architecture	The South (AL, AR, FL, GA, KY, LA, MS, NC, SC, TN, VA, WV)	Conference Coverage
<b>MAY JUNE</b>	Dream Destinations	Georgia	Bangor, ME	New York City	Sports	The Midwest (IA, IL, IN, KS, MI, MN, MO, NE, OH, WI)	Market Update
<b>JULY AUGUST</b>	Theater & Entertainment	Texas	Baton Rouge, LA	Oklahoma City	Signature Attractions	Museums	Marquee Directory
<b>SEPTEMBER OCTOBER</b>	Arts & Culture	Wyoming	Las Cruces, NM	Toronto	Memorials	Coastal Destinations	Conference City Showcase
<b>NOVEMBER DECEMBER</b>	Trending in Travel	Canadian Rockies	St. Joseph, MO	Memphis	Gardens	Mississippi River & TAP Travel Guide	Readers' Top Destinations

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SELECTTRAVELER.COM





THE MAGAZINE FOR BANK, ALUMNI AND CHAMBER TRAVEL PLANNERS



## GROSS ADVERTISING RATES

	6X	3X	1X
<b>Full Page, Color</b>	2,775	2,925	3,075
<b>2/3 Page, Color</b>	2,265	2,385	2,505
<b>Half Page, Color</b>	1,920	2,010	2,100
<b>1/3 Page, Color</b>	1,390	1,460	1,530
<b>1/6 Page, Color</b>	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@grouptraveller.com](mailto:Kelly@grouptraveller.com)  
[Stacey@grouptraveller.com](mailto:Stacey@grouptraveller.com)

### POPULAR ALUMNI DESTINATIONS

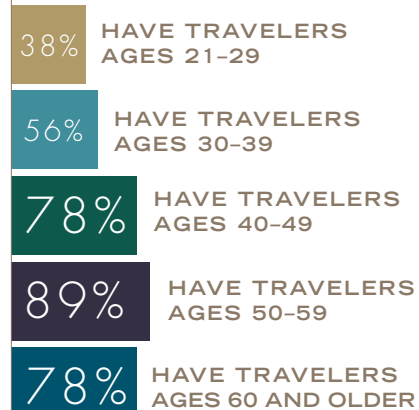
#### DOMESTIC

- AUSTIN, TX
- CHARLESTON, SC
- ALASKA
- WASHINGTON D.C.
- KENTUCKY DERBY
- NEW YORK

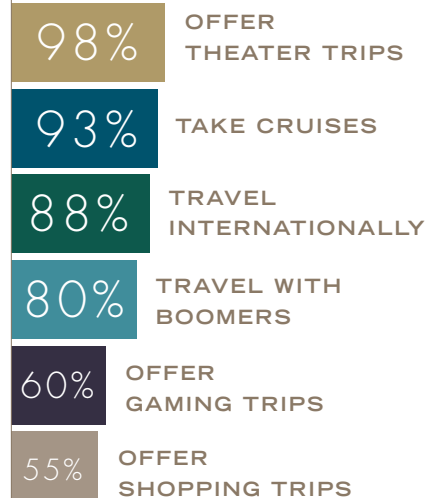
#### INTERNATIONAL

- CHINA
- CUBA
- DUBAI
- CROATIA
- JAPAN
- SOUTH AFRICA
- ITALY

### CHAMBER TRAVEL AGE GROUPS



### BANK TRAVEL PROGRAMS



# THE GROUP TRAVEL LEADER

## 2016 EDITORIAL CALENDAR

ISSUE	THEME	STATE SPOTLIGHT	DESTINATION FEATURE	DESTINATION FEATURE	TRAVEL STOP	SPECIAL SECTION	SPECIAL INTEREST
<b>JANUARY</b>	Spring Destinations	Delaware	Ohio	Montreal, Canada	Wildlife Encounters	<a href="#">Travel South Tour Planner</a>	Desert Destinations
<b>FEBRUARY</b>	Music & Entertainment	Wisconsin	New York	Nashville, TN	Museum Guide	Pennsylvania	CVB Feature
<b>MARCH</b>	Food & Spirits	Kentucky	Coastal Virginia	Mississippi Gulf Coast	Sightseeing Cruises	<a href="#">Grand Central USA</a> (AR, KS, MO, OK)	Cooking Schools
<b>APRIL</b>	International Travel	New Mexico	Louisiana	Milwaukee, WI	Shopping Guide	Native American Directory	Spas for Groups
<b>MAY</b>	History & Heritage	Maine	Iowa	St. Louis, MO	Presidential Sites	The Carolinas & Georgia	CVB Feature
<b>JUNE</b>	Americana	Nevada	NW Arkansas	Washington D.C.	Theater Guide	Tennessee & Mississippi	Aerial Sightseeing
<b>JULY AUGUST</b>	Fall Destinations	Indiana	South Dakota	Myrtle Beach, SC	Train Trips Guide	Oklahoma	CVB Feature
<b>SEPTEMBER</b>	Arts & Culture	Oregon	Ontario, Canada	New York City	Civil War Sites	<a href="#">Buyer's Guide Directory</a>	Girlfriend Getaways
<b>OCTOBER</b>	Outdoor Adventure	Colorado	West Virginia	Winston Salem, NC	Beaches & Seashores	America's Heartland (IL, IN, IA, MI, MN, MO, OH, WI)	Golf Resorts
<b>NOVEMBER DECEMBER</b>	Industry Insider	Michigan	Alabama	Amarillo, TX	Casino Guide	TAP Special Section	Agritourism

(888) 253-0455

GROUPTRAVELLEADER.COM



# THE GROUP TRAVEL LEADER

## READER PROFILE

Over the past 25 years, we have built the group travel industry's most respected readership, one that ranges from America's largest travel companies to emerging groups created every day. Our combined print and digital readership for travel planners tops 28,000. Our readers include:

- 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 & Motorcycle clubs
- Youth and student groups
- Golf travel groups
- Culinary travel groups
- Travel Agents

## 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](mailto:Kelly@grouptraveller.com)

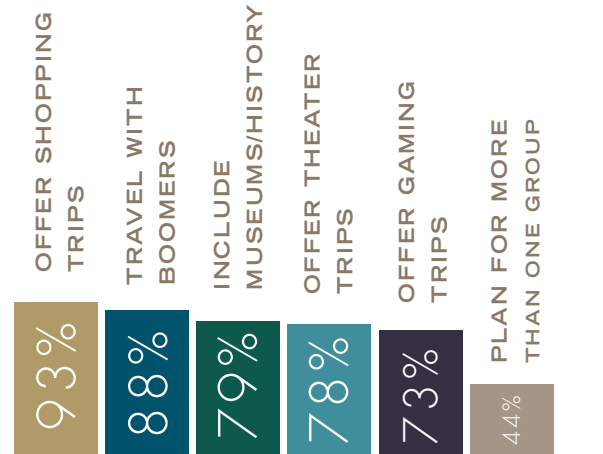
[Stacey@grouptraveller.com](mailto:Stacey@grouptraveller.com)

## GROSS ADVERTISING RATES

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

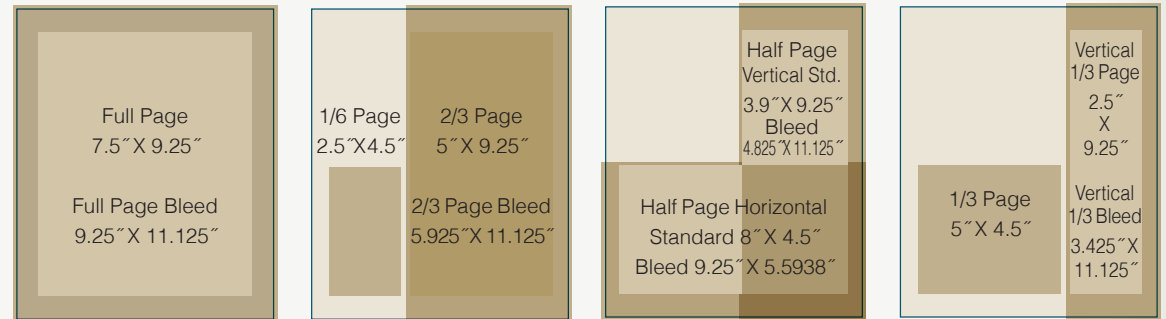


# AD REQUIREMENTS

- 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** To submit your ad, you may share a PDF via Dropbox or other file sharing program or you may email it to one of the following addresses:
- production@grouptravelleader.com**  
**production@selecttraveler.com**  
**production@goingonfaith.com**
- 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
<b>Full Page</b>	7.5" X 9.25"	9" X 10.875"	9.25" X 11.125"
<b>2/3 Page</b>	5" X 9.25"	5.675" X 10.875"	5.925" X 11.125"
<b>Half Page Vertical</b>	3.9" X 9.25"	4.575" X 10.875"	4.825" X 11.125"
<b>Half Page Horiz.</b>	8" X 4.5"	9" X 5.3438"	9.25" X 5.5938"
<b>1/3 Page Vertical</b>	2.5" X 9.25"	3.175" X 10.875"	3.425" X 11.125"
<b>1/3 Page Square</b>	5" X 4.5"		
<b>1/6 Page</b>	2.5" X 4.5"		

(888) 253-0455

grouptravelleader.com

kelly@grouptravelleader.com or stacey@grouptravelleader.com