

ADVERTISE

IN THE

US CIVIL RIGHTS TRAIL

TRAVEL PLANNER



The new United States Civil Rights Trail will be unveiled in 2018, during the 50th anniversary year of Rev. Martin Luther King's assassination and the 155th anniversary year of President Abraham Lincoln's Emancipation Proclamation.

The primary focus of this travel planner is to connect the Trail's most significant sites and destinations, reference life stories, events, people and places along the Trail and generate a demand for unforgettable travel experiences.

∴ CONTACT ∴

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WHEN

MARCH 2018 ISSUE

CIRCULATION

The combined print and digital circulation to travel planners is **36,500**

- 17,000 copies will be mailed with the March issue of The Group Travel Leader
- 18,000+ tour operators and group travel planners will receive the digital edition
- 1,000 overrun copies will be distributed by Travel South USA at their conferences.
- 500 copies will be distributed by us at all trade shows we attend throughout 2018

NET RATES

1/6 Page, 4C (2.5" w X 4.5" h): \$841.50

1/3 Page, 4C (5" w X 4.5" h): \$1,296.25

1/2 Page, 4C (8" w X 4.5" h): \$2,125.00

2/3 Page, 4C (5" w X 9.25" h): \$2,550.00

Full Page, 4C (9.25" w X 11.125" h*): \$3,383.00

2-Pg Spread, 4C (18.25" w X 11.125" h*): \$5,500.00

* Bleed size

DEADLINES

SPACE: JANUARY 29, 2018

MATERIALS: FEBRUARY 2, 2018