

# GO SOUTH TOUR PLANNER

ADVERTISE IN THE 31<sup>ST</sup>  
EDITION OF GO SOUTH

Southeast Tourism Society and The Group Travel Leader have joined forces to produce the group travel industry's most comprehensive tour planning reference on the South.



January 2024 Issue

## CIRCULATION

PRINT: 14,000

DIGITAL: 16,000

OVERRUN COPIES: 1,000

TRADESHOW DISTRIBUTION: 500

TOTAL CIRCULATION: 31,500

## DEADLINES

Space: December 1, 2023

Materials: December 8, 2023

## NET ADVERTISING RATES ( per ad )

1/6 Page	\$1,100
1/3 Page	\$1,400
1/2 Page	\$2,400
2/3 Page	\$2,800
Full Page	\$3,400
2-Page Spread	\$6,200



SOUTHEAST  
TOURISM SOCIETY

GROUP  
THE  
TRAVEL LEADER

859.253.0455 GROUPTRAVELLEADER.COM GTL-ADVERTISING.COM

KYLE@GROUPTRAVELLEADER.COM | BRYCE@GROUPTRAVELLEADER.COM

# THE GROUP TRAVEL LEADER

## DIGITAL OPTIONS

In addition to your print ad, we offer digital advertising in our e-newsletter, The Group Travel Minute, as well as custom content pieces to be printed and on our website.

Adding digital elements to your print ad purchase can increase your exposure for a minimal cost. Options and rates for advertising in The Group Travel Minute to reach 12,000 extra group travel planners are below:

### OPTIONAL E-NEWSLETTER ADVERTISING

We will send a custom e-Newsletter to 12,000 group travel planners that includes the digital edition of Go South Tour Planner. Ad space is limited.

**BANNER AD: \$450** — 300 x 250 pixels

**SPONSORED ARTICLE: \$500** — includes up to 500 words of copy and four photos and will run on website for one year.

**LEADERBOARD BANNER AD (1/issue): \$600** — 700 x 100 pixels

**BELLY BAND AD FOR DIGITAL EDITION (1/issue): \$800** — 9" w x 5" h — 72ppi



**SOUTHEAST**  
TOURISM SOCIETY



## CUSTOM CONTENT



### 1 PAGE

Guaranteed custom editorial by our professional writer

1 PAGE: \$3,800

500 words

2-4 Photos



### 2 PAGE

Guaranteed custom editorial by our professional writer

2 PAGE: \$7,400

900 words

5-7 Photos

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