

HIGH-IMPACT ADVERTISING

GROUP
THE
TRAVEL LEADER
INC.



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THE
TRAVEL LEADER

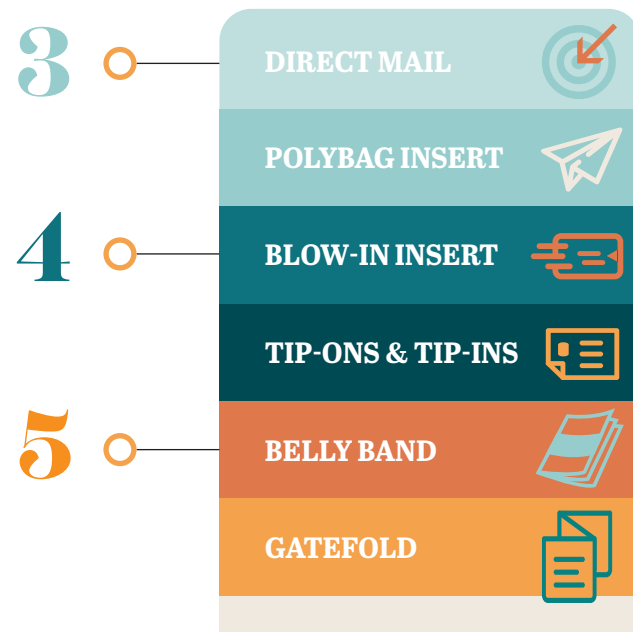
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TRAVELER

GOING ON FAITH
THE MAGAZINE FOR FAITH-BASED TRAVEL PLANNERS



HIGH IMPACT ADVERTISING OPTIONS

*Beyond normal print advertising, high-impact ads bring increased
visuality, tactile user experiences and higher ROI for advertisers.
Here's a menu of options we offer.*



Nobody gets groups like we do!

GROUPTRAVELLEADER.COM/ADVERTISE

MEET THE SALES TEAM



ADVERTISING
SALES MANAGER

TELISA RECH

telisa@grouptravelleader.com
859.334.1708



ADVERTISING
SALES MANAGER

ASHLEY DELUCIA

adelucia@grouptravelleader.com
859.334.1718



859.253.0455

GROUP
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TRAVEL LEADER
INC.



DIRECT MAIL



Send the media of your choice directly to our audience. You can customize the size, quantity, industry niche, geographic area, etc. Sample prices include printing and mailing.

Sample pricing:

- 5.5" X 11.5" POSTCARD TO 1,000 READERS — \$2,100
- 5.5" X 11.5" POSTCARD TO 5,000 READERS — \$8,750
- 5.5" X 11.5" POSTCARD TO 13,000 READERS — \$18,200



POLYBAG INSERT



Insert the printed item of your choice into a plastic bag mailed with a copy of one of our magazines. You can customize the size, quantity, industry niche, geographic area, etc.

Sample pricing:

- 8.5" X 11" ONE-SHEET INSERT TO FULL RUN OF GTL MAILING LIST — \$6,000
- 8.5" X 11.5" CATALOG (UP TO 6 OZ.) TO FULL RUN OF GTL MAILING LIST — \$20,000

BLOW-IN INSERT

Insert a reader response postcard between the pages of the magazine of your choice.

Blow-in:

\$2,500 (client provides printed piece)

\$4,500 (we print piece)



BLOW-IN

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TIP-ONS & TIP-INS

Adhere the printed media item of your choice to the cover ("tip-on") or to an inside page ("tip-in") of one of our magazines.

Cover Tip-On:

\$6,500 (client provides printed piece)

\$9,500 (we print piece)

Inside tip-in :

\$3,500 (client provides printed piece)

\$5,500 (we print piece)

INSIDE TIP-IN



COVER TIP-ON

BELLY BAND



Wrap a custom-printed band around the outside of our magazines. Readers see your message as soon as the magazine arrives in their mailboxes and interact with your piece before they start reading.

CALL FOR RATES!



BELLY BAND



GATEFOLD COVER

Extend a full-page ad with additional pages that fold out from the magazine.

Two-page Cover Gatefold:

\$9,500 IN AN ISSUE OF THE GROUP TRAVEL LEADER

Two-page Inside Gatefold:

\$8,500 IN AN ISSUE OF THE GROUP TRAVEL LEADER



2-PAGE INSIDE GATEFOLD

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