

THE GROUP TRAVEL LEADER



**MATCHING
FUNDS
APPROVED!**

KENTUCKY DEPARTMENT OF TOURISM

FALL & SPRING CO-OP PROGRAM

The Group Travel Leader magazine has been selected by Kentucky Tourism to participate in the Tourism Marketing Incentive Program. Our magazine mails to tour operators that are members of ABA, NTA, USTOA, OMCA & SYTA and group leaders who attend the Group Travel Family conferences including BIG, AATC and more.



OCTOBER 2019

Official Kentucky
Group Travel Guide

MARCH 2020

Kentucky Feature in
The Group Travel Leader

ISSUES

CIRCULATION

PRINT: 15,000

DIGITAL: 16,000

TRADESHOW DISTRIBUTION: 500

TOTAL CIRCULATION: 31,500

NET ADVERTISING RATES (per ad)

- 1/6 Page: \$950
- 1/3 Page: \$1,400
- 1/2 Page: \$2,200
- 2/3 Page: \$2,600
- Full Page: \$3,400
- 2 Page Spread: \$6,000

DEADLINES

OCTOBER ISSUE 2019

SPACE: September 3, 2019

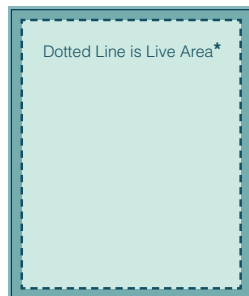
MATERIALS: September 6, 2019

MARCH ISSUE 2020

SPACE: February 1, 2020

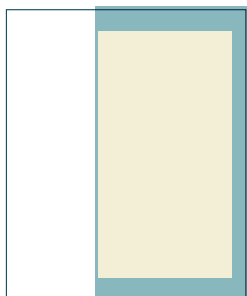
MATERIALS: February 5, 2020

FULL PAGE



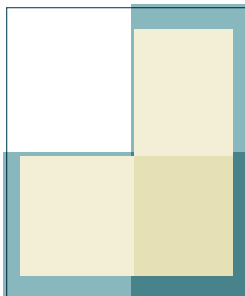
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Bleed: 9.25" X 11.125"
Live Area: 8.5" X 10.375" *
* Text inside the trim 1/8-1/4"

2/3 PAGE



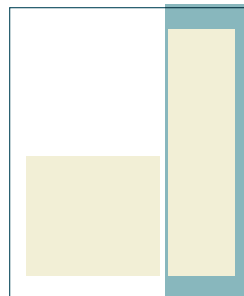
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1/2 PAGE



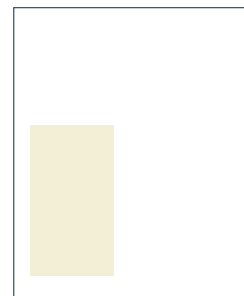
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V Bleed: 4.825" X 11.125"

1/3 PAGE



Box No Bleed: 5" X 4.5"
V No Bleed: 2.5" X 9.25"
V Bleed: 3.425" X 11.125"

1/6 PAGE



No Bleed: 2.5" X 4.5"

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