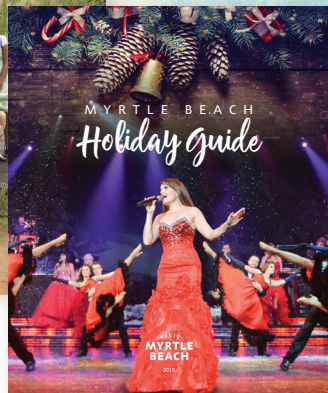


visit
MYRTLE BEACH
SOUTH CAROLINA

THE GROUP
TRAVEL LEADER



2020 MYRTLE BEACH HOLIDAY & STUDENT GUIDES

The Myrtle Beach Area CVB is partnering with The Group Travel Leader Inc. to produce the 2020 Myrtle Beach Holiday & Student Guides. Plan now to advertise in each issue!

HOLIDAY EDITORIAL

- Theater Shows
- Attractions
- Holiday Events
- Shopping
- Restaurant Listings

STUDENT EDITORIAL

- Amusement Attractions
- Theaters & Entertainment
- Educational Attractions
- Outdoor Adventure

TOTAL CIRCULATION: 31,500

PRINT: 15,000

DIGITAL: 16,000

TRADESHOW DISTRIBUTION: 500

TOTAL CIRCULATION: 31,500

NET ADVERTISING RATES (per issue)

- 1/6 Page:** \$900 net
- 1/3 Page:** \$1,300 net
- 1/2 Page:** \$2,000 net
- 2/3 Page:** \$2,500 net
- Full Page:** \$3,000 net
- 2 Page Spread:** \$5,500 net

DEADLINES

SPACE: October 1, 2019

MATERIALS: October 7, 2019

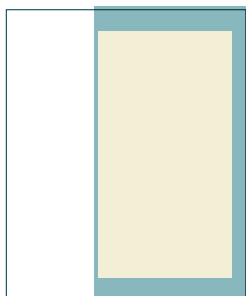
FULL PAGE



Trim: 9" X 10.875"
Bleed: 9.25" X 11.125"
Live Area: 8.5" X 10.375"*

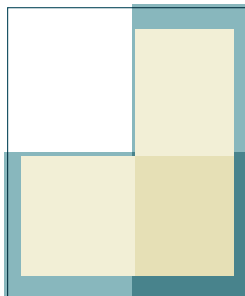
* Text inside the trim 1/8-1/4"

2/3 PAGE



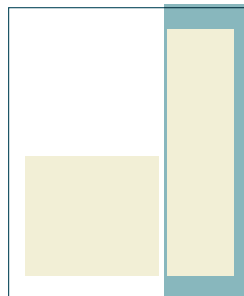
No Bleed: 5" X 9.25"
Trim: 5.925" X 10.875"
Bleed: 5.925" X 11.125"

1/2 PAGE



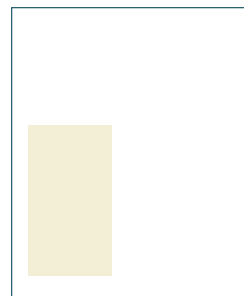
H No Bleed: 8" X 4.5"
H Bleed: 9.25" X 5.5938"
V No Bleed: 3.9" X 9.25"
V Bleed: 4.825" X 11.125"

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"

888.253.0455 GROUPTRAVELLEADER.COM

KELLY@GROUPTRAVELLEADER.COM | DANIEL@GROUPTRAVELLEADER.COM