



# 2020 ADVERTISING PLANNER

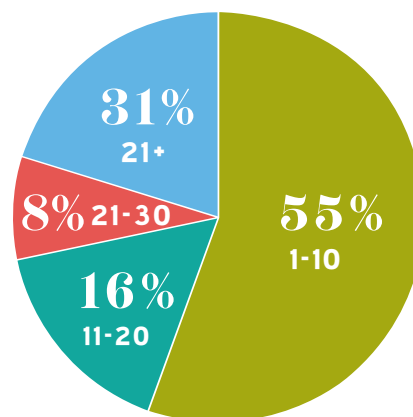


## READER PROFILE

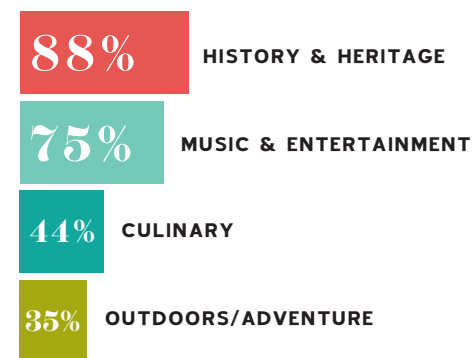
Over the past 29 years, we have built the group travel industry's most respected readership, one that ranges from America's largest travel companies to emerging groups created every day. Our combined print and digital readership for travel planners tops 33,000. Our readers include:

- Group Travel Family members
- Members of NTA, ABA, UMA, USTOA, OMCA and SYTA
- Boomer-aged travel groups
- Automobile and Motorcycle clubs
- Youth and student groups
- Golf travel groups
- Culinary travel groups
- Travel agents and advisors

AVERAGE NUMBER OF TRIPS/YEAR



## GROUP EXPERIENCES



## GROSS ADVERTISING RATES

	10X	5X	3X	1X
<b>Full Page, Color</b>	4,120	4,340	4,560	4,750
<b>2/3 Page, Color</b>	3,150	3,350	3,550	3,750
<b>Half Page, Color</b>	2,620	2,770	2,930	3,100
<b>1/3 Page, Color</b>	1,650	1,770	1,890	2,000
<b>1/6 Page, Color</b>	1,100	1,200	1,300	1,400

For Ad Dimensions and Specs See Back Cover

## INSERTS/CUSTOM PRINTING

Your preprinted inserts can be polybagged with The Group Travel Leader and mailed for as little as 50¢/piece. Regional buys are also available. Call for a quote.

## PRINT DEADLINES

**SPACE:** 1st of month prior

**MATERIALS:** 5th of month prior



**THE GROUP**  
TRAVEL LEADER

GROUPTRAVELLEADER.COM

CONTACT US

888.253.0455

Kelly@grouptraveller.com

Daniel@grouptraveller.com

# 2020 EDITORIAL CALENDAR



	THEME	STATE SPOTLIGHT	DESTINATION	DESTINATION	TRAVEL STOP	SPECIAL SECTIONS
JANUARY	Spring Destinations	Massachusetts	Ohio	Eastern PA	Frank Lloyd Wright Sites	Travel South
FEBRUARY	Music & Entertainment	Montana	Texas	New York	Museum Guide	The Great Lakes
MARCH	Food & Spirits	Louisiana	Kentucky	Portland, OR	Halls of Fame	US Civil Rights Trail & America's Crossroads
APRIL	Student Travel	Alabama	Virginia	Kansas City	Native American	The Carolinas & Florida
MAY	History & Heritage	Mississippi	Wisconsin	Anchorage, AK	Western Heritage	Georgia
JUNE	Sports Cities	North Dakota	Tennessee	Myrtle Beach, SC	Beer Cities	Along The Mississippi River
JULY/AUGUST	Fall Destinations	Maryland	Illinois	Asheville, NC	Trains	Oklahoma
SEPTEMBER	Arts & Culture	Rhode Island	California	Mackinaw, MI	Ghost Tours	Buyers Guide Directory
OCTOBER	Outdoor Adventure	Maine	New Jersey	NW Arkansas	Beaches & Seashores	America's Heartland & Kentucky Travel Guide
NOVEMBER/DECEMBER	Cruising	Arizona	Nebraska	Branson, MO	Casinos	Indiana & TAP Special Section



[GROUPTRAVELLEADER.COM](http://GROUPTRAVELLEADER.COM)

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[Daniel@grouptraveller.com](mailto:Daniel@grouptraveller.com)

# AD DIMENSIONS

**GROUP**  
THE  
TRAVEL LEADER

**select**  
TRAVELER

**GOING ON FAITH**  
THE MAGAZINE FOR FAITH-BASED TRAVEL PLANNERS

**SMALL MARKET MEETINGS**

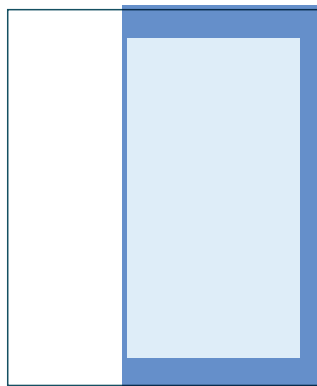
## FULL PAGE



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

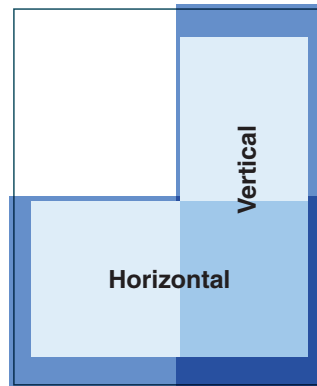
\* All photos and text need to stay inside the Trim by 1/4"

## 2/3 PAGE



**No Bleed:** 5" X 9.25"  
**Trim:** 5.675" X 10.875"  
**Bleed:** 5.925" X 11.125"

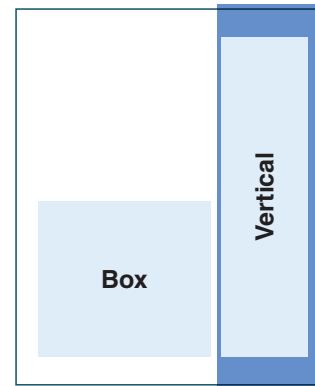
## 1/2 PAGE



**Horizontal**  
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**Bleed:** 9.25" X 5.5938"

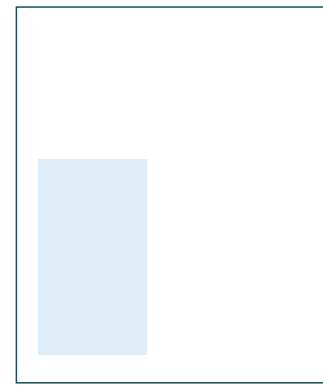
**Vertical**  
**No Bleed:** 3.9" X 9.25"  
**Trim:** 4.575" X 10.875"  
**Bleed:** 4.825" X 11.125"

## 1/3 PAGE



**Box**  
**No Bleed:** 5" X 4.5"  
**Vertical**  
**No Bleed:** 2.5" X 9.25"  
**Trim:** 3.175" X 10.875"  
**Bleed:** 3.425" X 11.125"

## 1/6 PAGE



**No Bleed:** 2.5" X 4.5"

# AD SPECIFICATIONS

**FILE FORMATS** PDF x1 preferred  
jpg, EPS, TIF or PDF accepted

**COLOR** CMYK

**IMAGES** All images should be 300 dpi CMYK

**IMPORTANT:** Be certain that all PMS and RGB colors have been converted to process color in all files. Ads received with unacceptable colors will be converted by our production staff. This conversion may change the color appearance.

**FONTS** All fonts embedded or converted to paths, outlines, boxes.

**LINESCREEN** We print with 150 lines per inch.

**SENDING AD** To submit your ad, you may share a PDF via Dropbox or other file sharing program or you may email it to one of the following addresses:

[production@grouptraveller.com](mailto:production@grouptraveller.com) • [production@selecttraveler.com](mailto:production@selecttraveler.com)  
[production@goingonfaith.com](mailto:production@goingonfaith.com) • [production@smallmarketmeetings.com](mailto:production@smallmarketmeetings.com)

**DEADLINES** All materials are due by the 5th of the month prior to the issue date.

**CONTACT US**

**888.253.0455**

[gtl-advertising.com](http://gtl-advertising.com)