

# WHEN YOU ARE READY TO RALLY, WE'RE HERE TO HELP.

Travel may have paused for a moment, but it will never end for good. When you're ready to invite groups back to your destination, we're here to empower your comeback efforts with significantly discounted print, digital and social media solutions to showcase all you have to offer.

**1X**

## NET INDIVIDUAL RATE

Full Page: \$3,000  
2/3 Page: \$2,500  
1/2 Page: \$2,000  
1/3 Page: \$1,000  
1/6 Page: \$700

**GROUP**  
THE  
TRAVEL LEADER

### ADDED VALUE:

- Your own advertisers page on our website for one year
- Facebook post promoting your destination or company
- Instagram post promoting your destination or company
- Up to ten photos in our Photo Slideshow on our website for one year
- Your destination video on our website for one year
- Up to five itineraries on our website for one year

**3X**

## NET TOTAL PACKAGE RATE

Full Page: \$8,400  
2/3 Page: \$7,000  
1/2 Page: \$5,500  
1/3 Page: \$2,700  
1/6 Page: \$1,800

### ADDED VALUE:

- 250 x 250 pixel banner ad on our website for 3 months
- Sponsored Article in one issue of our e-newsletter
- 300 x 250 pixel banner ad in three issues of our e-newsletter
- Your own advertisers page on our website for one year
- Facebook post promoting your destination or company
- Instagram post promoting your destination or company
- Up to ten photos in our Photo Slideshow on our website for one year
- Your destination video on our website for one year
- Up to five itineraries on our website for one year



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**GROUP**  
THE  
TRAVEL LEADER  
INC.

# 2020 EDITORIAL CALENDAR



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



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

**CONTACT US**

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# 2021 EDITORIAL CALENDAR



	THEME	STATE SPOTLIGHT	DESTINATION	DESTINATION	TRAVEL STOP	SPECIAL SECTIONS
<b>JANUARY</b>	Spring Destinations	Delaware	Ohio	Milwaukee	Outlet Malls	GO South (STS)
<b>FEBRUARY</b>	Music & Entertainment	Washington	America's Crossroads	Virginia Beach, VA	Museums	The Great Lakes
<b>MARCH</b>	Food & Spirits	Louisiana	Minnesota	New York City	Animal Experiences	US Civil Rights Trail & Kentucky
<b>APRIL</b>	Student Travel	Kansas	Alabama	Philadelphia	Native American	The Carolinas & Florida
<b>MAY</b>	History & Heritage	Georgia	Missouri	Oklahoma City	Birdwatching	Tennessee & California
<b>JUNE</b>	Waterfront Destinations	Wisconsin	South Carolina	Los Angeles	Presidential Sites	Along The Mississippi River
<b>JULY/AUGUST</b>	Faith-Based Travel	Arkansas	Texas	Nashville & Suburbs	Underground RR Sites	Oklahoma & Gaming
<b>SEPTEMBER</b>	Arts & Culture	Virginia	Alaska	St. Louis	Studio Tours	Buyers Guide Directory
<b>OCTOBER</b>	Outdoor Adventure	South Dakota	Wyoming	Portland, OR	Aviation Attractions	America's Heartland Kentucky Travel Guide
<b>NOVEMBER/DECEMBER</b>	Cruising	Indiana	Iowa	Columbus, OH	Historic Homes	TAP Special Section International Buyers Guide



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CONTACT US

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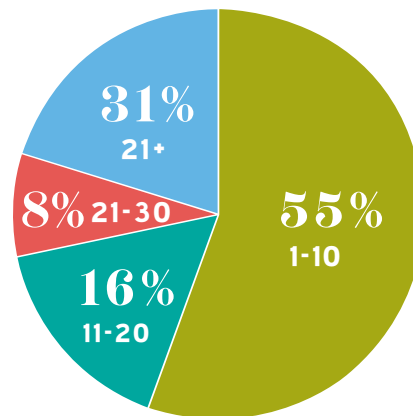
[Kyle@grouptravelleader.com](mailto:Kyle@grouptravelleader.com)

## READER PROFILE

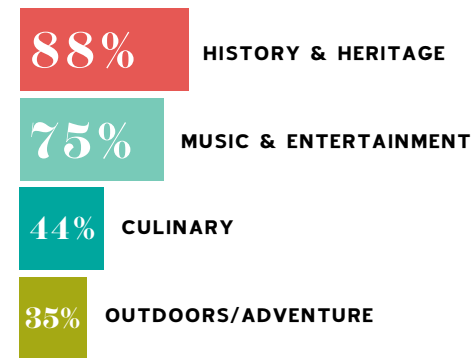
Over the past 29 years, we have built the group travel industry's most respected readership, one that ranges from America's largest travel companies to emerging groups created every day. Our combined print and digital readership for travel planners tops 33,000. Our readers include:

- 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

# AD DIMENSIONS

**GROUP**  
THE  
TRAVEL LEADER

**select**  
TRAVELER

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

**SMALL MARKET MEETINGS**

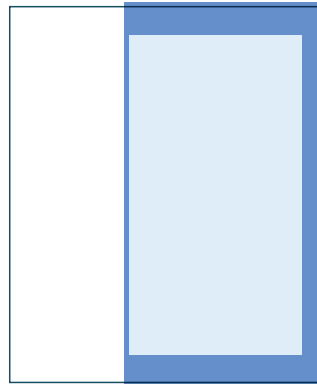
## FULL PAGE



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

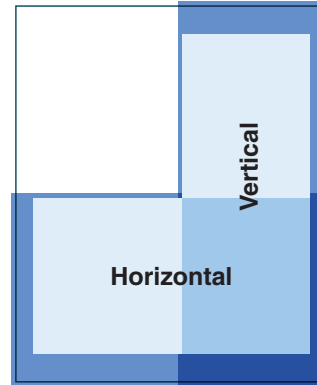
\* All photos and text need to stay inside the Trim by 1/4 for all bleed ads

## 2/3 PAGE



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

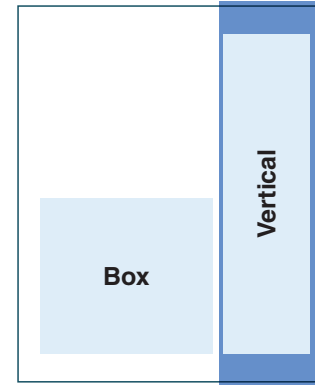
## 1/2 PAGE



**Horizontal**  
**No Bleed:** 8" X 4.5"  
**Trim:** 9" X 5.3438"  
**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"

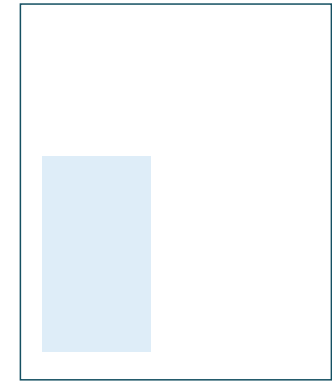
## 1/3 PAGE



**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 color profiles (including RGB, ICC and PMS) have been converted to CMYK 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@grouptravelleader.com](mailto:production@grouptravelleader.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)