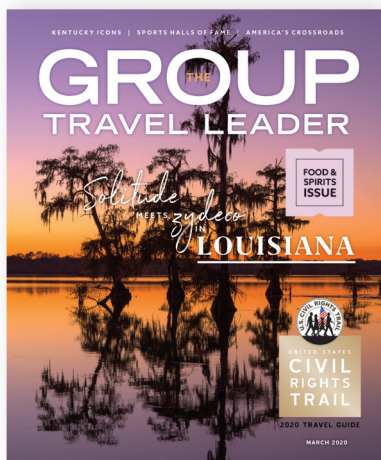




# 2021 ADVERTISING PLANNER

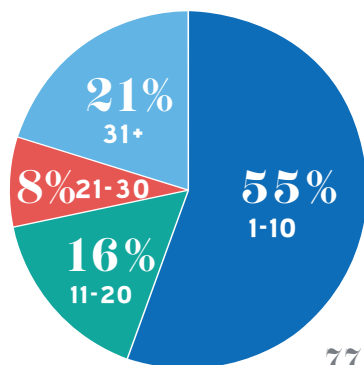




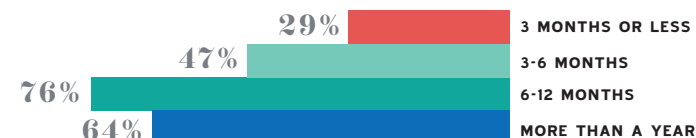
### READER PROFILE

The Group Travel Leader is published 10 times per year and is read by more 33,000 travel planners in print and via our digital edition format. These travel buyers are professional tour operators who are members of ABA, NTA, OMCA, SYTA, or USTOA or group leaders that attend Group Travel Family conferences or other industry tradeshows that qualify them each year.

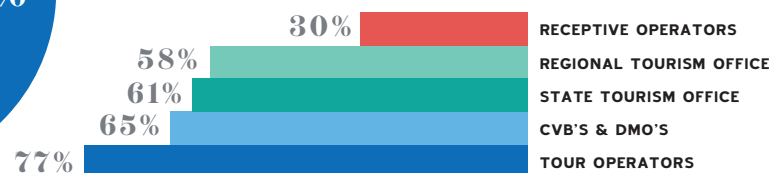
### AVERAGE NUMBER OF TRIPS/YEAR



### TRIP PLANNING TIME FRAMES



### WHEN PLANNING TRIPS I WORK WITH:



### GROSS PRINT 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

**CANCELLATION POLICY:** Ads cancelled less than 15 days prior to the space deadline will be billed at the contract-cost of the ad.

### CUSTOM CONTENT

Our writer will work directly with you to create a one, two, three or four page custom content article. Your article will run in the issue of your choice in print, as an e-Newsletter article in that month's issue and on our website for one year in our Travel Stories feature. Call or email for additional information & rates.

### 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 & DIGITAL DEADLINES

**SPACE:** 1st of month prior

**MATERIALS:** 5th of month prior

### GROSS DIGITAL RATES

#### WEBSITE

**LEADERBOARD AD:** \$600

**BANNER AD:** \$500

#### E-NEWSLETTER

**LEADERBOARD AD:** \$600

**BANNER AD:** \$500

**E-BLAST:** \$1,500

**SPONSORED ARTICLE:** \$600

You submit up to 500 words of copy and four photos that will run in one issue of our e-Newsletter and on our website for one year in our Travel Stories feature.

# 2021 EDITORIAL CALENDAR



	THEME	STATE SPOTLIGHT	DESTINATION	CITY FEATURE	TRAVEL STOP	SPECIAL SECTIONS
JANUARY	Spring Destinations	Delaware	Ohio	Milwaukee, WI	Outlet Malls	GO South (STS)
FEBRUARY	Music & Entertainment	Maryland	New Mexico	Virginia Beach, VA	Museums	The Great Lakes America's Crossroads (OK, MO, KS, AR)
MARCH	Food & Spirits	Louisiana	Minnesota	New York City	Trains	US Civil Rights Trail & Kentucky
APRIL	Student Travel	Kansas	Alabama	Philadelphia, PA	Native American	The Carolinas & Florida
MAY	History & Heritage	Georgia	Missouri	Oklahoma City, OK	Birdwatching	Tennessee & California
JUNE	Waterfront Destinations	Wisconsin	South Carolina	Los Angeles, CA	Presidential Sites	Along The Mississippi River
JULY/AUGUST	Faith-Based Travel	Arkansas	Iowa	The Smokies, TN	Underground RR Sites	Oklahoma & Pennsylvania
SEPTEMBER	Arts & Culture	Virginia	Alaska	St. Louis, MO	Studio Tours	Buyers Guide Directory
OCTOBER	Outdoor Adventure	Colorado	Wyoming	Black Hills, SD	Beaches & Seashores	America's Heartland Kentucky Travel Guide
NOVEMBER/DECEMBER	Cruising	Indiana	Texas	Columbus, OH	Gaming	TAP Special Section International Buyers Guide



[GROUPTRAVELLEADER.COM](https://www.grouptravelleader.com)

CONTACT US

888.253.0455

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

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

# AD DIMENSIONS

**GROUP**  
THE  
TRAVEL LEADER

**select**  
TRAVELER

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

**SMALL MARKET  
MEETINGS**

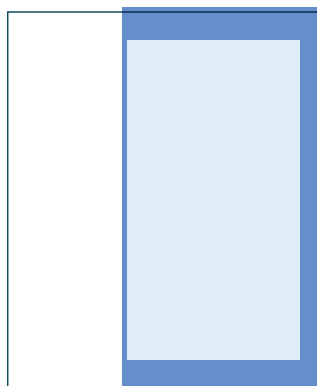
## FULL PAGE



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

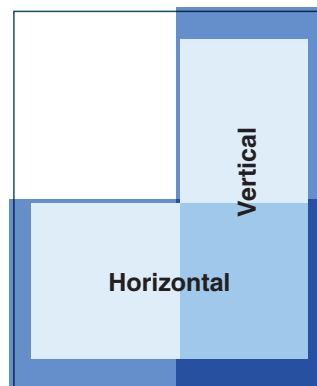
\* All photos and text need to stay inside the Trim by 1/4 for all bleed ads

## 2/3 PAGE



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

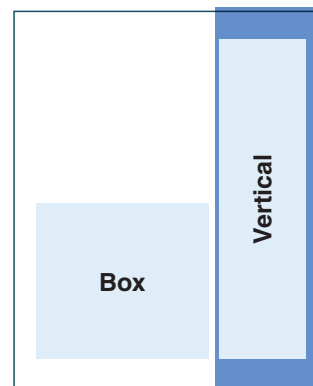
## 1/2 PAGE



**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"

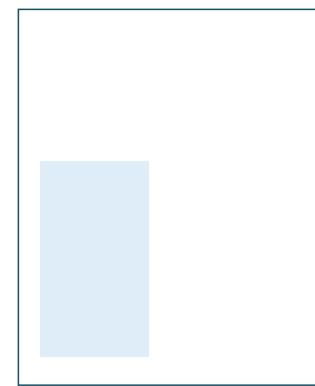
## 1/3 PAGE



**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@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)

**CANCELLATION POLICY:** Ads cancelled less than 15 days prior to the space deadline will be billed at the contract-cost of the ad

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

**CONTACT US**

**888.253.0455**

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