

# THE GROUP TRAVEL LEADER



ADVERTISE IN THE 28TH EDITION OF THE

## GO SOUTH TOUR PLANNER

Southeast Tourism Society and The Group Travel Leader have joined forces to produce the group travel industry's most comprehensive tour planning reference on the South.

### JANUARY 2021 ISSUE

### CIRCULATION

PRINT: 15,000

DIGITAL: 16,000

OVERRUN COPIES: 1,000

TRADESHOW DISTRIBUTION: 500

TOTAL CIRCULATION: 32,500

### NET ADVERTISING RATES

- 1/6 Page: \$935
- 1/3 Page: \$1,400
- 1/2 Page: \$2,225
- 2/3 Page: \$2,675
- Full Page: \$3,200
- Cover Position: \$3,500

### CLOSING DATES

SPACE: December 1, 2020

MATERIALS: December 7, 2020



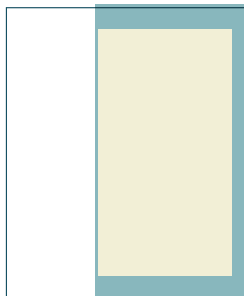
**SOUTHEAST**  
TOURISM SOCIETY

#### FULL PAGE



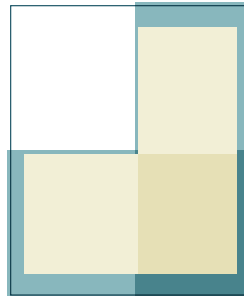
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Bleed: 9.25" X 11.125"  
Live Area: 8.5" X 10.375" \*  
\* Text inside the trim 1/8-1/4"

#### 2/3 PAGE



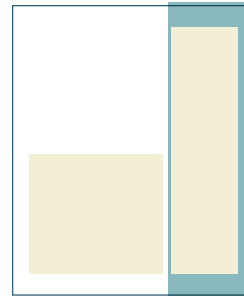
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#### 1/2 PAGE



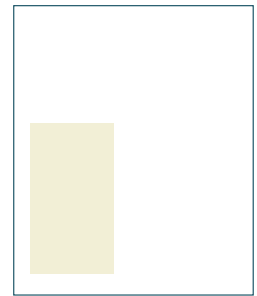
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V No Bleed: 3.9" X 9.25"  
V Bleed: 4.825" X 11.125"

#### 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"

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**THE GROUP**  
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