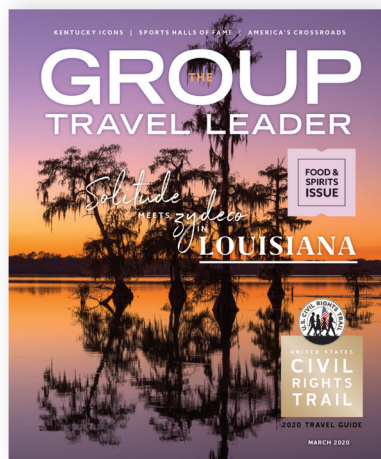




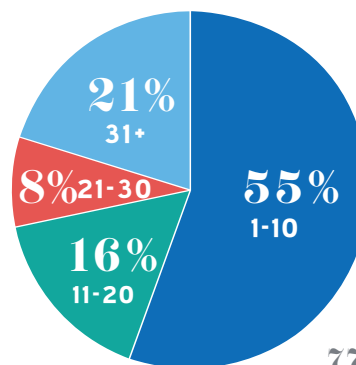
2021 ADVERTISING PLANNER



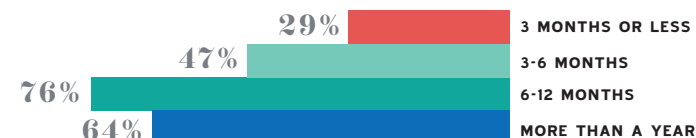
READER PROFILE

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.

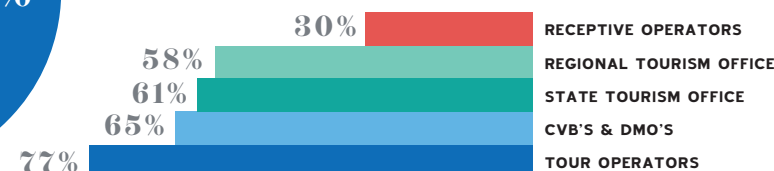
AVERAGE NUMBER OF TRIPS/YEAR



TRIP PLANNING TIME FRAMES



WHEN PLANNING TRIPS I WORK WITH:



GROSS PRINT RATES

	10X	5X	3X	1X
Full Page, Color	4,120	4,340	4,560	4,750
2/3 Page, Color	3,150	3,350	3,550	3,750
Half Page, Color	2,620	2,770	2,930	3,100
1/3 Page, Color	1,650	1,770	1,890	2,000
1/6 Page, Color	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	Live Theater	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	African American Heritage International Buyers Guide



GROUPTRAVELLEADER.COM

CONTACT US

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Kelly@grouptravellerleader.com

Kyle@grouptravellerleader.com

AD DIMENSIONS

GROUP
THE
TRAVEL LEADER

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TRAVELER

GOING ON FAITH
THE MAGAZINE FOR FAITH-BASED TRAVEL PLANNERS

**SMALL MARKET
MEETINGS**

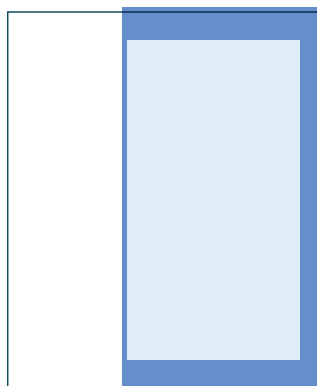
FULL PAGE



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

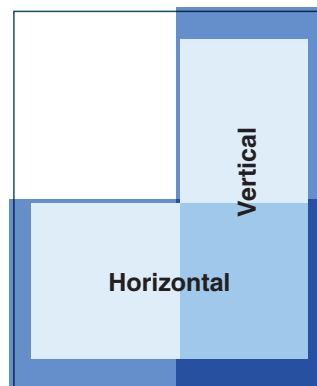
* All photos and text need to stay inside the Trim by 1/4 for all bleed ads

2/3 PAGE



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

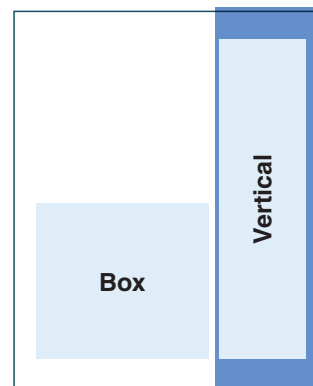
1/2 PAGE



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"

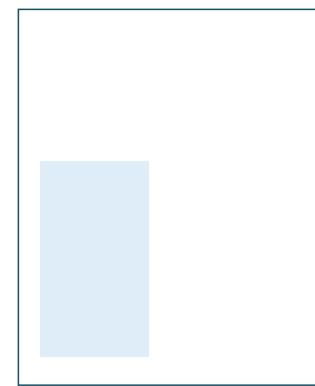
1/3 PAGE



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 • production@selecttraveler.com
production@goingonfaith.com • 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