



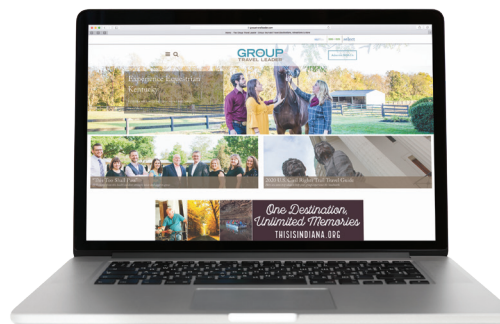
2022 ADVERTISING PLANNER



READER PROFILE

The Group Travel Leader is published 10 times per year and is read by more than 33,000 travel planners in its print and digital formats. 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.

GROSS DIGITAL RATES & SPECS



WEBSITE BANNER ADS

You can purchase a Banner Ad on grouptravelleader.com for 3, 6, 9 or 12 months.

LEADERBOARD AD: \$600

SPECS: 1200 x 250 pixels

SIDE BANNER: \$500

SPECS: 250 x 250 pixels

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 fewer than 15 days prior to the space deadline will be billed at the contract-cost of the ad.

PRINT & DIGITAL DEADLINES

SPACE: 1st of month prior

MATERIALS: 5th of month prior

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 print issue of your choice, 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 and 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.

E-NEWSLETTER BANNER ADS & SPONSORED ARTICLE

LEADERBOARD AD: \$600

SPECS: 700 x 100 pixels

SIDE BANNER: \$500

SPECS: 300 x 250 pixels

SPONSORED ARTICLE: \$600

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

DEDICATED E-BLASTS

E-BLAST: \$1,500

Send your sales message to our group leaders in a dedicated HTML or linked image e-blast.

2022 EDITORIAL CALENDAR



	THEME	STATE SPOTLIGHT	DESTINATION	CITY FEATURE	TRAVEL STOP	SPECIAL SECTIONS
JANUARY	Spring Destinations	South Dakota	Michigan	Coeur d'Alene, ID	Gardens	GO South (STS)
FEBRUARY	Music & Entertainment	Maryland	Pennsylvania	Las Cruces, NM	Museums	The Great Lakes & Wyoming
MARCH	Food & Spirits	Ohio	Louisiana	Northern Indiana	Air & Space Attractions	U.S. Civil Rights Trail Guide
APRIL	Student Travel	California	Wisconsin	Kansas City, KS/MO	Native American	South Carolina & Texas
MAY	History & Heritage	Mississippi	Tennessee	Traverse City, MI	Public Art Cities	Route 66 Travel Planner
JUNE	Waterfront Destinations	Nebraska	North Carolina	Birmingham, AL	Rodeos	Indiana & West Virginia
JULY/AUGUST	Faith-Based Travel	New Mexico	New Jersey	Tyler, TX	Patriotic Attractions	Oklahoma & Missouri
SEPTEMBER	Arts & Culture	Virginia	Montana	Ithaca, NY	Trains	Buyers Guide Directory
OCTOBER	Outdoor Adventure	Oregon	Kentucky	Savannah, GA	Beaches	America's Heartland
NOVEMBER/DECEMBER	Cruising	Florida	North Dakota	Brandywine Valley	Distilleries	African American Heritage & International Buyers Guide



GROUPTRAVELLEADER.COM
GTL-ADVERTISING.COM

CONTACT US

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Kyle@grouptravellerleader.com

AD DIMENSIONS

GROUP
THE
TRAVEL LEADER

select
TRAVELER

GOING ON FAITH
THE MAGAZINE FOR FAITH-BASED TRAVEL PLANNERS

SMALL MARKET MEETINGS

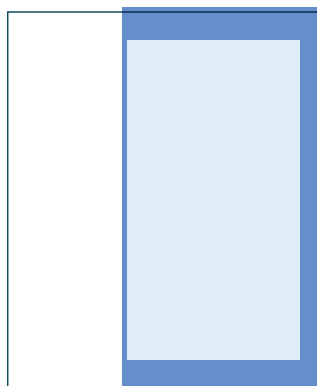
FULL PAGE



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

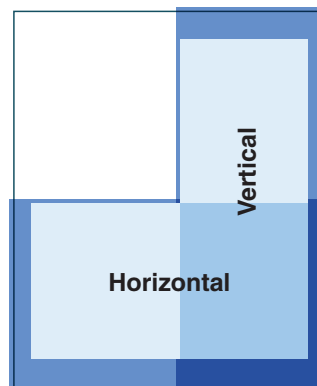
* All text, logos, etc. need to stay inside the Trim by .25" for all bleed ads

2/3 PAGE



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

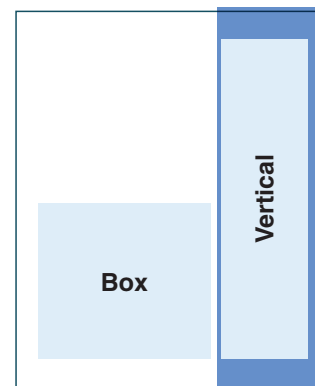
1/2 PAGE



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"

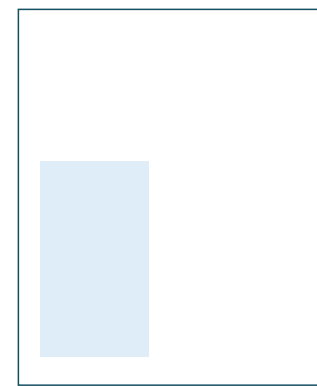
1/3 PAGE



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 or PDF x4 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 service 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 fewer 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