



# 2022 ADVERTISING PLANNER



## OUR BRAND



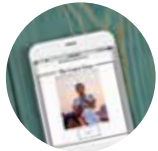
### CLASSIC DESIGN

Our magazines feature the most compelling photography and design in the tourism industry. Readers regularly tell us they keep them and refer to them often for travel planning ideas.



### COMPELLING STORIES

Our professional writers and editors travel throughout the United States and around the world to craft travel articles that are rich, informative and entertaining. Our readers trust us because we don't compromise on editorial content.



### INSTANT ACCESS

Our magazine websites are crafted with beauty and simplicity to match our print standards, and our series of e-newsletter and customized email products ensures you can get your message in front of our readers whenever you want.



### READERSHIP CONNECTIONS

We have spent years building personal relationships with influential travel planners and meeting planners, and our exclusive OnSite Familiarization Tour Program brings the most qualified planners in the industry to your destination.



### ENDURING PARTNERSHIPS

We publish custom magazines for some of the most well respected organizations in the tourism industry including The Group Travel Family, Travel South USA, Southeast Tourism Society, Myrtle Beach CVB, Ohio Has It, Travel Alliance Partners, Explore Minnesota, The U.S. Civil Rights Trail, The Kentucky Horse Park and Kentucky Tourism.

## MEET THE SALES TEAM



VICE PRESIDENT,  
SALES AND MARKETING

KELLY TYNER

[kelly@grouptravellerleader.com](mailto:kelly@grouptravellerleader.com)

DIRECTOR OF  
ADVERTISING SALES

KYLE ANDERSON

[kyle@grouptravellerleader.com](mailto:kyle@grouptravellerleader.com)  
[kyle@smallmarketmeetings.com](mailto:kyle@smallmarketmeetings.com)

**GROUP**  
THE  
TRAVEL LEADER  
INC.

**GROUPTRAVELLEADER.COM**  
**GTL-ADVERTISING.COM**  
**888.253.0455**

**SMALL MARKET**  
**MEETINGS**

**SMALLMARKETMEETINGS.COM**  
**866.356.5128**

# PRINT



## Print Advertising

See Editorial Calendars



## Special Sections

Kentucky Tourism  
Oklahoma Tourism  
The Heartlands



## Custom Content

1 Page Feature  
2 Page Feature  
3 Page Feature  
4 Page Feature



## High Impact Units

Bellyband • Barn Door  
Gatefold • Insert  
and More.....

## MAGAZINE TITLES

PUBLISHED BY  
**THE GROUP TRAVEL LEADER, INC.**  
PIONEER PUBLISHING, INC.

**GROUP**  
TRAVEL LEADER  
INC.

SMALL MARKET  
**MEETINGS**



# DIGITAL

*Get exposure for your brand on our family of websites and industry-leading e-newsletters. You can also reach our audience directly with a dedicated e-blast.*

GROUPTRAVELLEADER.COM • SELECTTRAVELER.COM  
GOINGONFAITH.COM • SMALLMARKETMEETINGS.COM



## WEBSITE BANNER ADS

You can purchase a Banner Ad on any of our four websites for 3, 6, 9 or 12 months.

LEADERBOARD: 1200 x 250 pixels

SIDE BANNER: 250 x 250 pixels

## E-NEWSLETTER SPONSORED ARTICLE

You can purchase a sponsored e-newsletter article post by sending us four photos and up to 500 words about a featured tour or product.

Your article will also be featured on our website.

## E-NEWSLETTER BANNER ADS

LEADERBOARD  
700 x 100 pixels

SIDE BANNER  
300 x 250 pixels

## DEDICATED E-BLAST

Send your sales message to our group leaders or meeting planners in a dedicated HTML or linked-image e-blast. Use our platforms to get your message out to our readers.

## E-NEWSLETTERS

GROUP TRAVEL MINUTE — Twice Monthly

SELECT TRAVELER MINUTE — Monthly

FAITH TRAVEL MINUTE — Monthly

MEETINGS AT A GLANCE — Twice Monthly



# CUSTOM CONTENT

Our magazines, your message!

## 1 Page Feature



## 2 or 3 Page Feature



## 4 Page Feature



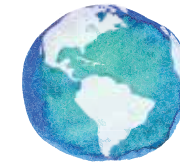
## YOUR DESTINATION NEVER LOOKED BETTER

Highlight your destination or experience with an article by a professional travel writer! With our custom content series, you can have your own article of up to four pages in any of our magazines. Our professional travel writer will work with you to develop a story showcasing the activities, attractions and accolades you want our readers to know about. Then our art director uses your photos to create a visually stunning magazine layout that is sure to drive leads and reader engagement. In addition to running in the print magazine, your Custom Content article will also appear in that month's e-newsletter and will appear on our website for one year. The package also includes a 300 x 250 pixel banner ad in our e-newsletter.



# ONSITE FAM EVENTS

*Host qualified travel or meeting planners in your destination!*



OnSite

WITH THE GROUP TRAVEL LEADER



OnSite

WITH SMALL MARKET MEETINGS

Host qualified travel or meeting planners in your destination by working with us on one of our popular events! Numerous destinations have already hosted our exciting OnSite fam tours. We promote each event, invite our readers, assist you with planning and attend the event to produce social media buzz and extensive editorial coverage in our magazine and e-newsletter.

An OnSite Fam Event offers a year's worth of publicity in print and online. These events are designed to unite your industry or members in an overall effort that produces excitement leading up to, during and after the event. Your exposure lasts for months and yields massive media results from on-site interaction with travel planners who attend.

## ARTICLES



WEB & SOCIAL MEDIA

# CUSTOM PUBLISHING

If you represent a region, state, organization or similar group that would benefit from our publishing expertise, contact our sales team today. We do all the work! We'll meet with you to develop the editorial content, we'll create the sales plan and materials, and we'll deliver an unparalleled product on your deadline. Contact any of our clients for a recommendation — they'll confirm our commitment to delivering your magazine on schedule and exceeding all your expectations.

Call today to see how easily we can do one for you! **888.253.0455**

*Let Us Create a Custom Magazine for You!*

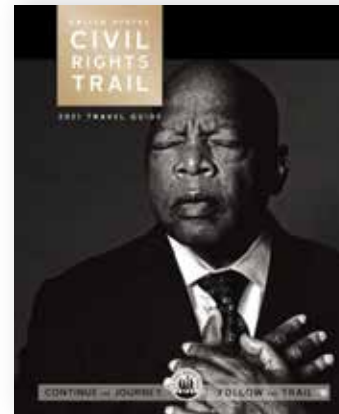
## GO SOUTH

### TOUR PLANNER



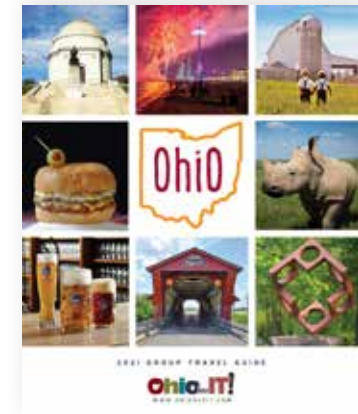
## U.S. CIVIL RIGHTS TRAIL

### TRAVEL GUIDE



## OHIO HAS IT!

### GROUP TRAVEL GUIDE



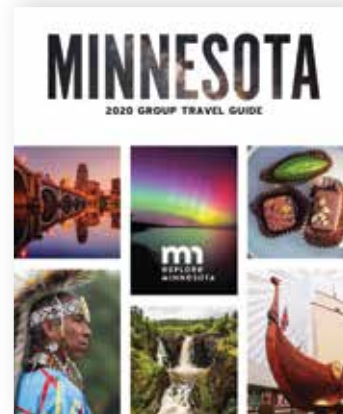
## KENTUCKY HORSE PARK

### MAGAZINE



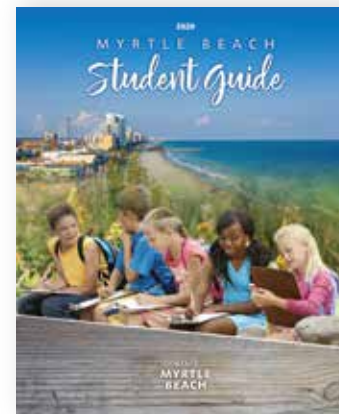
## MINNESOTA

### GROUP TRAVEL GUIDE



## MYRTLE BEACH

### HOLIDAY & STUDENT GUIDES

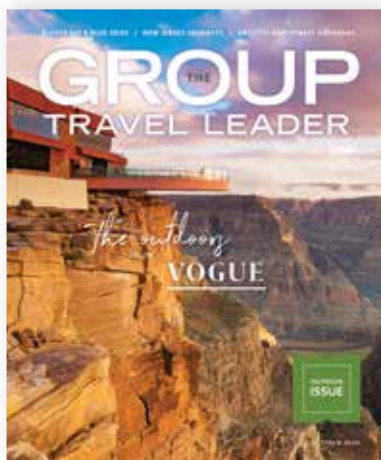


## KENTUCKY TOURISM

### GROUP TRAVEL GUIDE







### 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](http://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
<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 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

888.253.0455  
Kelly@grouptravellerleader.com  
Kyle@grouptravellerleader.com

# SELECT TRAVELER



## READER PROFILE

Select Traveler is the national magazine for travel planners for banks, chambers of commerce and alumni associations. Published 6 times per year, it is read in its print and digital formats by more than 8,500 of these upscale groups, including nationally known tour operators who serve this market. These affluent travel programs deliver members who travel as much as 6-8 times per year.

## GROSS DIGITAL RATES & SPECS



### WEBSITE BANNER ADS

You can purchase a Banner Ad on [selecttraveler.com](http://selecttraveler.com) for 3, 6, 9 or 12 months.

**LEADERBOARD AD:** \$450

**SPECS:** 1200 x 250 pixels

**SIDE BANNER:** \$350

**SPECS:** 250 x 250 pixels

### E-NEWSLETTER BANNER ADS & SPONSORED ARTICLE

**LEADERBOARD AD:** \$450

**SPECS:** 700 x 100 pixels

**SIDE BANNER:** \$350

**SPECS:** 300 x 250 pixels

**SPONSORED ARTICLE:** \$400

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

## GROSS PRINT RATES

	6X	3X	1X
<b>Full Page</b> , Color	2,940	3,140	3,300
<b>2/3 Page</b> , Color	2,470	2,580	2,690
<b>Half Page</b> , Color	2,050	2,150	2,250
<b>1/3 Page</b> , Color	1,500	1,580	1,650
<b>1/6 Page</b> , Color	990	1,040	1,090

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 Select Traveler and mailed for as little as 50¢/piece.

**select**  
TRAVELER

**SELECTTRAVELER.COM**  
**GTL-ADVERTISING.COM**

**CONTACT US**

**888.253.0455**

**Kelly@grouptravelleader.com**

**Kyle@grouptravelleader.com**



# 2022 EDITORIAL CALENDAR

THE MAGAZINE FOR BANK, ALUMNI AND CHAMBER TRAVEL PLANNERS

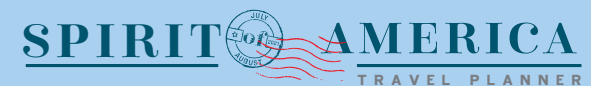


**ISSUE HIGHLIGHTS:** • Conference Connection • Planners Talk Back • Checking In Profiles • Travel Toolbox • Where We've Been

	TRAVEL FOCUS	STATE/REGIONAL	CITY FEATURE	BIG CITY FEATURE	WE'RE KNOWN FOR	SPECIAL SECTIONS
JANUARY FEBRUARY	Signature Festivals	Indiana	Medora, ND	Columbus, OH	Shopping	Mountain Destinations
MARCH APRIL	Maritime Attractions	Texas	Finger Lakes, NY	Philadelphia, PA	Wine	The South
MAY JUNE	Culinary Experiences	Georgia	Huntsville, AL	Oklahoma City, OK	Music	The Midwest
JULY AUGUST	SPIRIT OF AMERICA SPECIAL ISSUE					
SEPTEMBER OCTOBER	Western Heritage	Wisconsin	Annapolis, MD	Louisville, KY	Football Stadiums	Beach Destinations
NOVEMBER DECEMBER	Cruising	Colorado	St. Tammany Parish, LA	Nashville, TN	Haunted Hotels	TAP Special Section & International Buyers Guide

## SPIRIT OF AMERICA ISSUE INCLUDES THE FOLLOWING:

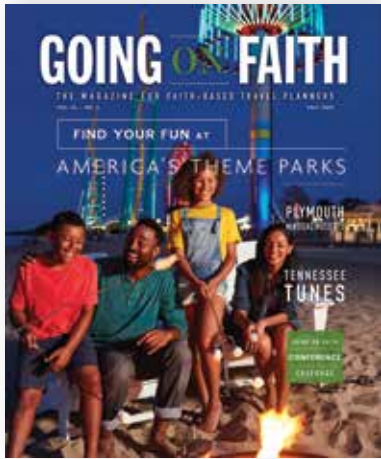
- Buy a 1/2-Page ad and receive a 1/2-page profile in directory - \$2,050 gross
- Buy a Full-Page ad and receive a Full-Page profile adjacent to your ad - \$2,940 gross



SELECTTRAVELER.COM  
GTL-ADVERTISING.COM

CONTACT US

888.253.0455  
Kelly@grouptravelleader.com  
Kyle@grouptravelleader.com



## READER PROFILE

Going On Faith is the national magazine for faith-based travel planners. It is published four times a year and is read in its print and digital formats by more than 10,000 qualified travel directors for churches, synagogues and other religious groups and by tour operators who serve this market. These religious travel programs serve youth, boomer and mature adult groups.

## GROSS DIGITAL RATES & SPECS



### WEBSITE BANNER ADS

You can purchase a Banner Ad on [goingonfaith.com](http://goingonfaith.com) for 3, 6, 9 or 12 months.

**LEADERBOARD AD:** \$450

**SPECS:** 1200 x 250 pixels

**SIDE BANNER:** \$350

**SPECS:** 250 x 250 pixels

## GROSS PRINT RATES

	1X	Annual Contract (4 ads)
<b>Full Page, Color</b>	2,310	7,600 total *
<b>2/3 Page, Color</b>	1,785	5,900 total *
<b>Half Page, Color</b>	1,470	4,800 total *
<b>1/3 Page, Color</b>	1,040	3,400 total *
<b>1/6 Page, Color</b>	685	2,200 total *
		*an 18% total savings over standard pricing

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 DEADLINES

**SPRING:** Space: Feb. 1 — Materials: Feb. 5

**SUMMER:** Space: May 1 — Materials: May 5

**FALL:** Space: Aug. 1 — Materials: Aug. 5

**WINTER:** Space: Nov. 1 — Materials: Nov. 5

### 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 for information and rates.

### INSERTS/CUSTOM PRINTING

Your preprinted inserts can be polybagged with Going On Faith 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:** \$450

**SPECS:** 700 x 100 pixels

**SIDE BANNER:** \$350

**SPECS:** 300 x 250 pixels

**SPONSORED ARTICLE:** \$400

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

### DIGITAL DEADLINES:

**Space:** 1st of month prior

**Materials:** 5th of month prior



# 2022 EDITORIAL CALENDAR



## ISSUE HIGHLIGHTS:

- Conference Connection
- Industry Update
- Travel Tips
- Holy Land & the World

	CITY FEATURE	STATE FEATURE	SPECIAL INTEREST	TRAVEL STOP	RETREAT VENUE	SPECIAL SECTION
SPRING	Kansas City, KS	Maryland	Amish	Route 66	Potomac Park, Falling Waters, WV	The South
SUMMER	Charlotte, NC	Ohio	Museums	Sightseeing Cruises	Little Portion Hermitage, Berryville, AR	NE/Mid Atlantic
FALL	Gettysburg, PA	South Carolina	International Travel	Trolley Tours	Miraval Resort & Spa, Tucson, AZ	The Southwest
WINTER	French Lick- West Baden, IN	Missouri	Outdoors	Beaches	Epworth by the Sea, Saint Simon's Island, GA	The Heartlands & African American Heritage



GOINGONFAITH.COM  
GTL-ADVERTISING.COM

CONTACT US

888.253.0455

Kelly@grouptravelleader.com  
Kyle@grouptravelleader.com



## READER PROFILE

Small Market Meetings was created to fill a niche in the billion dollar meetings and convention industry — the need for a publication that focuses exclusively on second and third tier meeting destinations. Small Market Meetings is read in its print and digital formats 10 times a year by more than 16,400 qualified meeting planners nationwide. Our meeting planners serve the following markets:

- **Corporate** - 55%
- **Association** - 43%
- **Educational** - 34%
- **Sales** - 19%
- **Technology** - 7%
- **Other** - 35%

## GROSS DIGITAL RATES & SPECS



### WEBSITE BANNER ADS

You can purchase a Banner Ad on [smallmarketmeetings.com](http://smallmarketmeetings.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

	12X	6X	3X	1X
<b>Full Page</b> , Color	2,440	2,500	2,560	2,620
<b>2/3 Page</b> , Color	2,050	2,100	2,150	2,200
<b>Half Page</b> , Color	1,740	1,785	1,830	1,875
<b>1/3 Page</b> , Color	1,315	1,355	1,395	1,435
<b>1/6 Page</b> , Color	885	920	955	990

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 Meet Me Here feature. Call or email for additional information and rates.

## INSERTS/CUSTOM PRINTING

Your preprinted inserts can be polybagged with Small Market Meetings 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 **Meetings at a Glance** e-newsletter and on our website for one year in our Meet Me Here feature.

## DEDICATED E-BLASTS

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

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

SMALL MARKET  
**MEETINGS**

SMALLMARKETMEETINGS.COM  
GTL-ADVERTISING.COM

CONTACT US

866.356.5128  
Kyle@smallmarketmeetings.com



# 2022 EDITORIAL CALENDAR

SMALL MARKET  
**MEETINGS**

	MANAGING MEETINGS	MEETING IDEAS	TOWN FEATURE	CITY SPOTLIGHT	MEETING GUIDES	ONE-STOP DESTINATIONS
JANUARY	Booking Better Speakers	Resorts	Medora, ND	Oklahoma City, OK	The Heartlands	Crowne Plaza Hotels & Resorts Chandler Golf Resort, Chandler, AZ
FEBRUARY	Contingency Planning	Sports	Leavenworth, KS	Boise, ID	The South	The Essex Resort & Spa, Essex Junction, VT
MARCH	CVB Services	Presidential Libraries	Springfield, IL	Atlantic City, NJ	Tennessee	The Coeur d'Alene Resort, Coeur d'Alene, ID
APRIL	Delivering Attendee Value	Religious Meetings	Oxford, MS	Albany, NY	Texas	Kalahari Resorts & Conventions, Wisconsin Dells, WI
MAY	Diversity & Inclusion	Colleges & Universities	Gettysburg, PA	Owensboro, KY	Carolinas & Indiana	Marriott Shoals Resort & Spa, Florence, AL
JUNE	Exhibitor Etiquette	Convention Centers	Eureka Springs, AR	Des Moines, IA	Ohio	Ocean Center, Daytona Beach, FL
JULY/AUGUST	International Meetings	State & National Parks	Brookfield, WI	Ocean City, MD	Mississippi & Kansas	Moody Gardens, Galveston, TX
SEPTEMBER	Marketing Meetings	Military Destinations	Williamsburg, VA	Knoxville, TN	Iowa	French Lick Resort & Spa, French Lick, IN
OCTOBER	Planning Incentive Events	Regional Meetings	Lima, OH	Grand Rapids, MI	Illinois & Georgia	Harrah's Cherokee, Cherokee, NC
NOV/DEC	Post-Conference Surveys	Casinos	Lake Charles, LA	Lubbock, TX	Wisconsin & Kentucky	Savannah Convention Center, Savannah, GA

SMALL MARKET  
**MEETINGS**

SMALLMARKETMEETINGS.COM  
GTL-ADVERTISING.COM

CONTACT US

866.356.5128  
Kyle@smallmarketmeetings.com

# AD DIMENSIONS

**GROUP**  
THE  
TRAVEL LEADER

**select**  
TRAVELER

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

**SMALL MARKET MEETINGS**

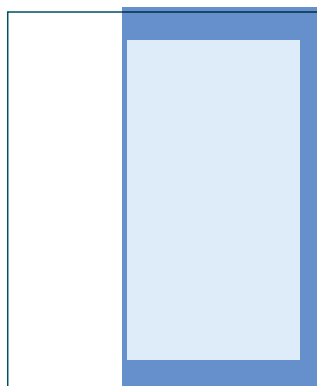
## FULL PAGE



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

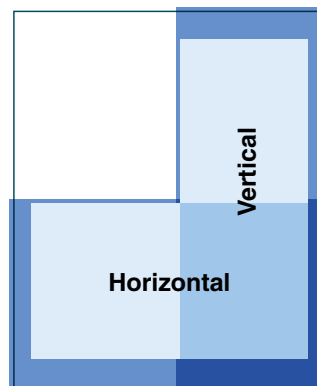
\* All text, logos, etc. need to stay inside the Trim by .25" for all bleed ads

## 2/3 PAGE



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

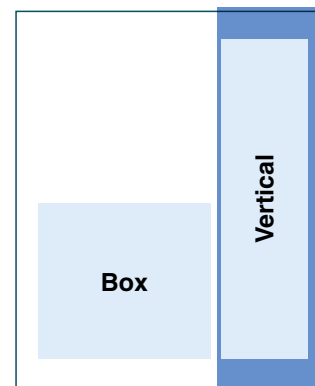
## 1/2 PAGE



**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"

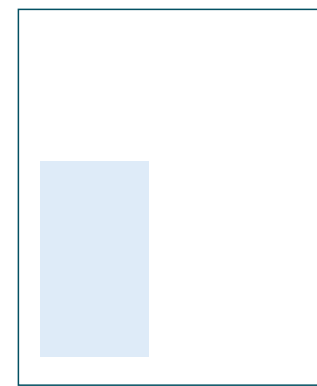
## 1/3 PAGE



**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](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)

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