

U.S. CIVIL RIGHTS TRAIL

ADVERTISE IN THE OFFICIAL

U.S. CIVIL RIGHTS TRAIL TRAVEL PLANNER

UNITED STATES
**CIVIL
RIGHTS
TRAIL**
TRAVEL PLANNER

Since its creation in 2018, the U.S. Civil Rights Trail Guide has helped thousands of travelers discover personal stories of men and women who led the charge for change during the Civil Rights era. The ever changing U.S. Civil Rights Trail Travel Planner showcases many of the historic sites, museums and other notable stops along the trail, and is the publication that helps group travel planners create impactful trips for their travelers.



March 2023 Issue

CIRCULATION

PRINT: 14,000

DIGITAL: 16,000

OVERRUN COPIES: 1,000

TRADESHOW DISTRIBUTION: 500

TOTAL CIRCULATION: 31,500

DEADLINES

Space: February 3, 2022

Materials: February 10, 2022

NET ADVERTISING RATES (per ad)

1/6 Page	\$1,020
1/3 Page	\$1,480
1/2 Page	\$2,250
2/3 Page	\$2,900
Full Page	\$3,500
2-Page Spread	\$6,375

2023 EDITORIAL INCLUDES:

- **The Year of Education** — 2023 marks the 75th anniversary of the landmark Brown v. Board of Education decision, and the U.S. Civil Rights Trail has designated it the Year of Education.
- **Personal Stories** — The U.S. Civil Rights Trail Podcast features personal stories of people who were involved in the work of the civil rights movement. Our readers will be introduced to some of their stories.
- **New Experiences** — At attractions along the U.S. Civil Rights Trail, curators and organizers are constantly coming up with new experiences to help visitors learn more about the civil rights movement and its leaders.
- **Minority Owned Restaurants** — Minority-owned restaurants offer travelers unique opportunities to immerse themselves in the cultural heritage of the civil rights movement.
- **Tour Operator Testimonials** — This article will feature conversations with tour companies that are taking visitors to trail sites and their perspective on how these visits impact their travelers.

GROUP
THE
TRAVEL LEADER

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U.S. CIVIL RIGHTS TRAVEL PLANNER

DIGITAL OPTIONS

In addition to your print ad, we offer digital advertising in our e-newsletter, The Group Travel Minute, as well as custom content pieces to be printed and on our website.

OPTIONAL E-NEWSLETTER ADVERTISING

We will send up to 3 custom e-Newsletters to 19,000 group travel planners that includes the digital edition of the U.S. Civil Rights Trail Travel Planner. Ad space is limited.

BANNER AD: \$450 — 300 x 250 pixels

SPONSORED ARTICLE: \$500 — includes up to 500 words of copy and four photos and will run on website for one year.

LEADERBOARD BANNER AD (only one): \$600 — 700 x 100 pixels

BELLY BAND AD FOR DIGITAL EDITION (only one): \$800 — 9.5" w x 5" h

THE GROUP
TRAVEL LEADER



CUSTOM CONTENT



1 PAGE

Guaranteed custom editorial by our professional writer

1 PAGE: \$3,800

500 words

2-4 Photos



2 PAGE

Guaranteed custom editorial by our professional writer

2 PAGE: \$7,400

900 words

5-7 Photos

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