

GO SOUTH TOUR PLANNER

ADVERTISE IN THE 30TH EDITION OF GO SOUTH

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 2023 Issue

CIRCULATION

PRINT: 14,000

DIGITAL: 16,000

OVERRUN COPIES: 1,000

TRADESHOW DISTRIBUTION: 500

TOTAL CIRCULATION: 31,500

DEADLINES

Space: December 2, 2022

Materials: December 9, 2022

NET ADVERTISING RATES (per ad)

1/6 Page	\$935
1/3 Page	\$1,400
1/2 Page	\$2,225
2/3 Page	\$2,675
Full Page	\$3,200
2-Page Spread	\$6,000

2023 EDITORIAL:

- Festivals and Events
- Music Heritage
- Unique Food Trails
- Southern Architecture
- Downtown Tours



SOUTHEAST
TOURISM SOCIETY

THE
GROUP
TRAVEL LEADER

859.253.0455 GROUPTRAVELLEADER.COM GTL-ADVERTISING.COM

KYLE@GROUPTRAVELLEADER.COM | BRYCE@GROUPTRAVELLEADER.COM

THE GROUP TRAVEL LEADER

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.

Adding digital elements to your print ad purchase can increase your exposure for a minimal cost. Options and rates for advertising in The Group Travel Minute to reach 12,000 extra group travel planners are below:

OPTIONAL E-NEWSLETTER ADVERTISING

We will send a custom e-Newsletter to 12,000 group travel planners that includes the digital edition of the GoSouth Tour 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



SOUTHEAST
TOURISM SOCIETY



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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