

# U.S. CIVIL RIGHTS TRAIL

ADVERTISE IN THE OFFICIAL

U.S. CIVIL RIGHTS TRAIL TRAVEL PLANNER

UNITED STATES

# CIVIL RIGHTS TRAIL

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 this year the publication will include pre-built itineraries along the trail for group travel planners to use for impactful trips for their travelers.



March 2024 Issue

## CIRCULATION

PRINT: 14,000

DIGITAL: 16,000

OVERRUN COPIES: 500

TRADESHOW DISTRIBUTION: 250

TOTAL CIRCULATION: 30,750

## DEADLINES

Space: February 2, 2024

Materials: February 9, 2024

## NET ADVERTISING RATES ( per ad )

1/6 Page	\$1,050
1/3 Page	\$1,520
1/2 Page	\$2,320
2/3 Page	\$2,990
Full Page	\$3,600
2-Page Spread	\$6,565

## OVERRUN PRINTS

If you would like copies\* of the guide for your visitor center or for sales purposes, we offer the following options:

250 copies	\$1,500
500 copies	\$2,750
750 copies	\$3,750
1,000 copies	\$4,500

*\*All orders must be placed prior to the space deadline of February 2, 2024.*



**GROUP**  
THE  
TRAVEL LEADER

859.253.0455 GROUPTRAVELLEADER.COM GTL-ADVERTISING.COM

KYLE@GROUPTRAVELLEADER.COM | BRYCE@GROUPTRAVELLEADER.COM

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## 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 in the planner and on our website.



### OPTIONAL E-NEWSLETTER ADVERTISING

We will send a custom e-Newsletter to 12,000 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" w x 5" h

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## 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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