

# GO SOUTH TOUR PLANNER

ADVERTISE IN THE 32<sup>ND</sup>  
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 2025 Issue

CIRCULATION

PRINT: 14,000

DIGITAL: 16,000

OVERRUN COPIES: 500

TRADESHOW DISTRIBUTION: 250

TOTAL CIRCULATION: 30,750

## DEADLINES

Space: December 4, 2024

Materials: December 11, 2024

## NET ADVERTISING RATES ( per ad )

1/6 Page	\$1,140
1/3 Page	\$1,635
1/2 Page	\$2,415
2/3 Page	\$3,150
Full Page	\$3,765
2-Page Spread	\$6,900



SOUTHEAST  
TOURISM SOCIETY

THE  
**GROUP**  
TRAVEL LEADER

859.253.0455    GROUPTRAVELLEADER.COM    GTL-ADVERTISING.COM

KYLE@GROUPTRAVELLEADER.COM | TELISA@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 10,000 extra group travel planners are below:

### OPTIONAL E-NEWSLETTER ADVERTISING

We will send two e-newsletters to over 10,000 group travel planners that includes the digital edition of the Go South Tour Planner in our e-newsletter, Group Travel Minute. 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): \$1,000** — 9.25" w x 5" h — 72 dpi



**SOUTHEAST**  
TOURISM SOCIETY



## CUSTOM CONTENT



### 1 PAGE

Guaranteed custom editorial by our professional writer

**1 PAGE: \$4,000**  
**500 words**  
**1-3 Photos**



### 2 PAGE

Guaranteed custom editorial by our professional writer

**2 PAGE: \$7,800**  
**700 words**  
**2-5 Photos**

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