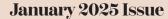
GO SOUTH TOUR PLANNER

ADVERTISE IN THE 32ND 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.



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







THE GROUP TRAVEL LEADER

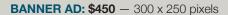
DIGITAL OPTIONS

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 you 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.



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 ppi





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