

GO SOUTH TOUR PLANNER

ADVERTISE IN THE 33RD
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 2026 Issue

CIRCULATION

PRINT: 14,000

DIGITAL: 20,100+

OVERRUN COPIES: 500

TRADESHOW DISTRIBUTION: 250

TOTAL CIRCULATION: 34,850+

DEADLINES

Space: December 5, 2025

Materials: December 12, 2025

NET ADVERTISING RATES (per ad)

1/3 Page	\$1,635
1/2 Page	\$2,415
2/3 Page	\$3,150
Full Page	\$3,765
2-Page Spread	\$7,530



SOUTHEAST
TOURISM SOCIETY

THE
GROUP
TRAVEL LEADER

859.253.0455 GROUPTRAVELLEADER.COM GTL-ADVERTISING.COM

TELISA@GROUPTRAVELLEADER.COM OR ADELUCIA@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, or the dedicated Go South e-newsletter, as well as custom content pieces to run in print and online.

Adding digital elements to your print ad purchase can increase your exposure for a minimal cost. Options and rates for advertising in our e-newsletters to reach over 12,350 group travel planners are below:

OPTIONAL E-NEWSLETTER ADVERTISING

We'll send three e-newsletters to over 12,350 group travel planners that include the digital edition of the Go South Tour Planner. Ads can appear in the Group Travel Minute or a dedicated Go South e-newsletter. Ad space is limited.

BANNER AD: \$450 each — 300 x 250 pixels

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

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

BELLY BAND AD FOR DIGITAL EDITION (only one): \$1,000 — 9.25" w x 5" h — 300 ppi



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

859.253.0455

GROUPTRAVELLEADER.COM

GTL-ADVERTISING.COM

TELISA@GROUPTRAVELLEADER.COM