

A dark blue silhouette map of the Southeastern United States, showing the outlines of Florida, Georgia, South Carolina, North Carolina, and Virginia. The map is centered in the background of the top half of the page.

# ESCAPE TO THE SOUTHEAST

Website & Travel Guide



# Media Kit



# Find the travelers that are trying to find you.



Be a part of these two great travel resources that work hand-in-hand to drive traffic, cultivate qualified leads and bring visitors to you. Have your message be seen by more than 450,000 travelers on the Website and by more than 250,000 travelers with the Travel Guide.

## Escape to the Southeast Travel Guide

As a part of the annual Escape to the Southeast (ETTS) Travel Guide, your advertisement will be seen by more than 250,000 travelers — prospective visitors to your destination, attraction, accommodation, event or dining establishment. Your advertisement + ETTS multimedia = increased response and improved results.

This year, we're focusing more than ever on targeted distribution, ensuring the guides are in the hands of the most qualified travelers when they are looking for vacation ideas. This renewed focus will help this important resource maintain its position as the #1 travel guide covering the 12-state southeastern region.

### **PUBLICATION DATE**

- September 2011

### **CIRCULATION**

- 125,000 copies
- 250,000+ readership

### **DISTRIBUTION**

- Direct Mail Program
- Consumer Trade Shows
- AAA Travel Offices
- Consumers (by request through [www.EscapeToTheSoutheast.com](http://www.EscapeToTheSoutheast.com))
- Visitor Centers

## **SAVE 10% & Reach More Travelers**

When you advertise in the Travel Guide and Online. **Call Today and Learn More: 1.855.GET.ETTS**



## Escape to the Southeast.com

When your content is a part of EscapeToTheSoutheast.com (ETTS), not only are travelers able to immediately associate your destination, attraction, accommodation, event or dining establishment as a quality option to consider for their next vacation, but you have the ability to attract and more quickly interact with those who “raise their hand” and want more information directly from you.

For the first time ever, EscapeToTheSoutheast.com is providing advertisers the opportunity to receive leads from opt-in travelers – including coveted email addresses – when one of the eligible content options are chosen.

These leads include click-outs to your website, page views of your content and the travelers’ self-submitted personal information.

### ANNUAL TRAFFIC

- Visits: 465,404
- Pageviews: 1,911,992

### STANDARD FEATURES

- Full contact information, including a link and email address
- A link to your existing website
- Unlimited calendar event listings

### PARTICIPATION LEVELS INCLUDE:

#### Bronze Level

- Includes Standard Features
- Main Page (up to 300 words total)
- 1 Color Logo
- 1 Color Photo

#### Silver Level

- Includes Standard Features
- Main page and 1 sub-page (up to 600 words total)
- 1 Color Logo
- 3 Color Photos
- 3 Hyperlinks
- Leads Retrieval

#### Gold Level

- Includes Standard Features
- Main Page and 2 sub - pages (up to 1,000 words total)
- 1 Color Logo
- 5 Color Photos
- 6 Hyperlinks
- Leads Retrieval

#### Platinum Level

- Includes Standard Features
- Main Page and 3 sub - pages (up to 2,000 words total)
- 1 Color Logo
- 12 Color Photos
- 12 Hyperlinks
- Leads Retrieval

# ESCAPE TO THE SOUTHEAST

**Reach the right travelers  
at the right time.**

**Your advertisement + ETTS  
multimedia = increased response  
and improved results.**

As a part of the annual Escape to the Southeast (ETTS) Travel Guide, your advertisement will be seen by more than 250,000 travelers – prospective visitors to your destination, attraction, accommodation, event or dining establishment.

This year, we're focusing more than ever on targeted distribution, ensuring the guides are in the hands of the most qualified travelers when they are looking for vacation ideas. This renewed focus will help this important resource maintain its position as the #1 travel guide covering the 12-state southeastern region.

## Want leads?

**EscapeToTheSoutheast.com  
is the answer.**

For the first time ever, EscapeToTheSoutheast.com will be providing advertisers the opportunity to receive leads from opt-in travelers — including coveted email addresses — when one of the eligible content options are included in an ETTS Multimedia Package. And, all ETTS Multimedia Packages receive a **10% discount** saving you even more!

Contact your ETTS account executive today to learn more about how your organization can participate.

Proudly and exclusively represented by



**AJR Media Group**  
25132 Oakhurst Drive,  
Suite 201  
Spring, Texas 77386

**Phone:** 713.942.7676  
**Fax:** 713.942.0277  
**Email:** ETTS@AJRMediaGroup.com  
www.AJRMediaGroup.com/ETTS

# Travel Guide

Redesigned for 2011

## PUBLICATION DATE

- September 2011

## CIRCULATION

- 125,000 copies
- 250,000+ readership

## DISTRIBUTION

- Direct Mail Program
- Consumer Trade Shows
- AAA Travel Offices
- Consumers (by request through [www.EscapeToTheSoutheast.com](http://www.EscapeToTheSoutheast.com))
- Visitor Centers



## ADVERTISING RATES

Receive a 10% discount when purchasing advertising in the ETTS Travel Guide and on [EscapeToTheSoutheast.com](http://EscapeToTheSoutheast.com) in a single insertion order. **All rates net.**

	MEMBERSHIP RATES		NON-MEMBER RATES	
		w/discount		w/discount
Full page:	\$3,475	<b>\$3,128</b>	\$3,995	<b>\$3,596</b>
Half page:	\$2,495	<b>\$2,246</b>	\$2,875	<b>\$2,588</b>
1/3 page:	\$1,950	<b>\$1,755</b>	\$2,250	<b>\$2,025</b>
<b>PREMIUM POSITIONS</b>				
Inside Front Cover:	\$4,295	<b>\$3,866</b>	\$4,925	<b>\$4,433</b>
Inside Back Cover:	\$3,950	<b>\$3,555</b>	\$4,550	<b>\$4,095</b>
Back Cover:	\$4,475	<b>\$4,028</b>	\$5,150	<b>\$4,635</b>

**Space Close: July 15, 2011 • Materials due: August 1, 2011**

## TERMS:

- Advertising must be submitted in digital PDF format (PDFx1A). All images and elements must be placed at 100% in CMYK to SWOP standards with a minimum resolution of 300 dpi.
- Space is limited and available on a first-come, first-served basis. Limited Premium positions available.

## MECHANICAL SPECIFICATIONS

	Measurements = Width x Height		
	NON-BLEED (LIVE AREA)	TRIM	BLEED
Full Page	7.25" x 9.75"	8.375" x 10.75"	8.625" x 11"
Two Full Pages (Spread)		16.75" x 10.75"	17" x 11"
Half Page, Horizontal	7" x 4.725"		
Half Page, Vertical	4.75" x 7.25"		
One-third Page, Vertical	3.375" x 4.75"		
One-third Page, Square	4.75" x 4.75"		

# ESCAPE TO THE SOUTHEAST

**Get more for your marketing investment... and less wait time.**

**Attract and interact with more travelers more quickly.**

When your content is a part of EscapeToTheSoutheast.com (ETTS), not only are travelers able to immediately associate your destination, attraction, accommodation, event or dining establishment as a quality option to consider for their next vacation, but you have the ability to attract and more quickly interact with those who "raise their hand" and want more information directly from you.

For the first time ever, EscapeToTheSoutheast.com is providing advertisers the opportunity to receive leads from opt-in travelers – including coveted email addresses – when one of the eligible content options are chosen. These leads include click-outs to your website, page views of your content and the travelers' self-submitted personal information.

**Don't forget the #1 travel guide covering the southeast region.**

The Escape to the Southeast Travel Guide is a must-include in your annual marketing plan. With exposure to more than 250,000 travelers and its targeted distribution, the guide can help you reach the right travelers at the right time. And, when including the guide as a part of an ETTS Multimedia Package, you receive a 10% discount **saving you even more!**

Contact your ETTS account executive today to learn more about how your organization can participate participate.

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# Website

## Redesigned for 2011

### LAUNCH DATE

- April 2011

### ANNUAL TRAFFIC

- Visits: 465,404
- Pageviews: 1,911,992



### ADVERTISING RATES

Receive a 10% discount when purchasing advertising in the *Escape to the Southeast Travel Guide* and on EscapeToTheSoutheast.com in a single insertion order.

**ALL RATES NET.**

CONTENT (Annual Rates)	MEMBERSHIP RATES		NON-MEMBER RATES	
		w/discount		w/discount
Bronze	\$795	<b>\$716</b>	\$914	<b>\$823</b>
Silver	\$1,595	<b>\$1,436</b>	\$1,850	<b>\$1,665</b>
Gold	\$1,960	<b>\$1,764</b>	\$2,250	<b>\$2,025</b>
Platinum	\$2,500	<b>\$2,250</b>	\$2,875	<b>\$2,588</b>
Options				
• PDF	\$250	<b>\$225</b>	\$295	<b>\$266</b>
• Video	\$295	<b>\$266</b>	\$350	<b>\$315</b>
<b>EXCLUSIVE CONTEST (Monthly)</b>	\$1,475	<b>\$1,328</b>	\$1,695	<b>\$1,526</b>
<b>NEWSLETTER</b> (Sent bi-monthly to 100,000 travelers)				
Featured Spotlight	\$1,050	<b>\$945</b>	\$1,195	<b>\$1,076</b>
Exclusive Banner	\$700	<b>\$630</b>	\$795	<b>\$716</b>
<b>BANNERS</b> Width/Height (Monthly)				
Med. Rectangle - 300px/250px	\$495	<b>\$446</b>	\$575	<b>\$518</b>
Leaderboard - 728px/90 px	\$375	<b>\$338</b>	\$450	<b>\$405</b>
Wide Skyscraper - 160px/600px	\$375	<b>\$338</b>	\$450	<b>\$405</b>
Rectangle - 180px/150px	\$175	<b>\$158</b>	\$200	<b>\$180</b>

Banners are sold in 25,000 impression-increments which are scheduled to be delivered in a 30-day period. In the event that the impressions are not delivered in 30 days, banners will run until 25,000 impressions are delivered.

STAND ALONE EMAIL BROADCASTS (Priced per thousand)				
0 - 50,000	\$67	<b>\$60</b>	\$77	<b>\$69</b>
50,001 - 1,000,000	\$54	<b>\$49</b>	\$62	<b>\$56</b>

# Contact Us Today!

**1.855.GET.ETTS**

**ETTS@AJRMediaGroup.com**

Escape To The Southeast Media Products  
are produced in conjunction with



and are proudly and exclusively represented by



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