

ESCAPE TO THE SOUTHEAST *Travel Guide*



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 is seen by more than 250,000 travelers – prospective visitors to your destination, attraction, accommodation, event or dining establishment.

With distribution targeting the most qualified travelers, this important resource maintains its position as the #1 travel guide covering the 12-state southeastern region.

Want leads?

EscapeToTheSoutheast.com
is the answer.

EscapeToTheSoutheast.com provides 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



Phone: 1.855.Get.ETTS Email: ETTS@AJRMediaGroup.com
Fax: 713.942.0277 www.AJRMediaGroup.com/ETTS

2013 Rates

PUBLICATION DATE

- December 2012

CIRCULATION

- 125,000 copies
- 250,000+ readership

DISTRIBUTION

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



ADVERTISING RATES

Receive a 10% discount when purchasing advertising in the ETTS Travel Guide and on EscapeToTheSoutheast.com in a single insertion order. All rates net. Receive a 5% Early Reservation Discount when reserving your space on or before Friday, September 7, 2012.

	MEMBER RATES		NON-MEMBER RATES	
		w/discount		w/discount
Full page:	\$3,658	\$3,293	\$4,205	\$3,785
Half page:	\$2,626	\$2,364	\$3,026	\$2,724
1/3 page:	\$2,053	\$1,847	\$2,368	\$2,132
PREMIUM POSITIONS				
Inside Front Cover:	\$4,521	\$4,069	\$5,184	\$4,666
Inside Back Cover:	\$4,158	\$3,742	\$4,789	\$4,311
Back Cover:	\$4,711	\$4,240	\$5,421	\$4,879

Space Close: October 19, 2012 • Materials due: October 31, 2012

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"		