



TRAVEL GUIDE RATES & SPECS

Receive a 10% discount when purchasing advertising in the ETTS Travel Guide and on EscapeToTheSoutheast.com in the same year. All rates net. Receive a 5% Early Reservation Discount when reserving your space on or before Friday, September 8, 2017.

Space is limited and available on a first come, first served basis. Limited Premium positions available.

Advertising Rates					Advertiser Specs			
	MEMBER RATES		NON-MEMBER RATES			NON-BLEED (Live Area)	TRIM	BLEED
		w/discount		w/discount				
Full page	\$3,731	\$3,358	\$4,289	\$3,861	Full Page	7.25" x 9.75"	8.375" x 10.75"	8.625" x 11"
Half page	\$2,678	\$2,411	\$3,086	\$2,778	Two Full Pages (Spread)		16.75" x 10.75"	17" x 11"
1/3 page	\$2,094	\$1,884	\$2,415	\$2,175	Half Page, Horizontal	7" x 4.725"		
PREMIUM POSITIONS					Half Page, Vertical	4.75" x 7.25"		
Inside Front Cover	\$4,611	\$4,150	\$5,288	\$4,759	1/3 Page, Vertical	2.375" x 9.375"		
Inside Back Cover	\$4,241	\$3,817	\$4,885	\$4,397	1/3 Page, Square	4.75" x 4.75"		
Back Cover	\$4,805	\$4,325	\$5,529	\$4,977	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.			

Increased Response & Improved Results

As a part of the annual Escape to the Southeast (ETTS) Travel Guide, your advertisement is seen by over 250,000 travelers – prospective visitors to your destination, attraction, accommodation and events.

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

ROI: Print + Online Leads = Database = Visitors

Escape To The Southeast, the STS consumer facing brand, offers an integrated lead generation program both in print and online. Leads will be emailed every two weeks throughout the year. Consumers can request your information by sending in the postage paid reply card or accessing our online reader service option. Further increase your ROI by integrating your message with content on EscapeToTheSoutheast.com and receive additional requests for your information. And don't forget... Escape To The Southeast Integrated packages get an extra 10% discount.

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

PUBLICATION DATE

January 2018

CIRCULATION

- 100,000 copies
- 250,000+ readership

DISTRIBUTION

- Direct Mail Program
- Consumer Travel Shows
- Visitor Centers
- Armed Force Travel Centers
- Leisure Travel Agencies by Request
- Consumers Requests

