

# Georgia

Complete  
Travel Guide  
Redesign for 2019

Website  
redesign debuts  
in 2018

# 2019

# MEDIA KIT

Georgia Travel Guide  
& [ExploreGeorgia.org](http://ExploreGeorgia.org)

# 2019 GEORGIA TRAVEL GUIDE

The Georgia Travel Guide is the official fulfillment publication for the Georgia Department of Economic Development/Tourism Division. The guide serves as the source for consumers planning their vacation and as they travel throughout Georgia.

## Domestic and International travelers to Georgia spent \$28.5 billion in 2016!

Position your business or destination to reach this valuable market.

## DISTRIBUTION AND CIRCULATION:

### State Visitor Information Centers (VICs)

More than **12 million visitors** pass through the twelve state Visitor Information Centers each year making the

VICs a key component for distribution of the travel guide.

This is a captive and engaged audience for your advertising message.



*In addition to the twelve Georgia Visitor Information Centers, the 2019 Georgia Travel Guide will be circulated in:*

- ▶ REGIONAL & LOCAL WELCOME CENTERS THROUGHOUT GEORGIA
- ▶ NEWSSTANDS THROUGHOUT GEORGIA & THE SOUTHEAST
- ▶ DIRECT REQUESTS FROM 1-800-VISITGA & EXPLOREGEORGIA.ORG
- ▶ STATEWIDE EVENTS & FESTIVALS
- ▶ CONSUMER TRADE SHOWS
- ▶ HOTELS, RESORTS AND BED & BREAKFAST THROUGHOUT GEORGIA
- ▶ FAMILY REUNION REQUESTS, MILITARY BASES
- ▶ SCHOOL GROUPS & FIELD TRIP ADMINISTRATORS
- ▶ GEORGIA STATE CAPITOL
- ▶ ATLANTA MAGAZINE EVENTS THROUGHOUT THE YEAR
- ▶ GEORGIA STATE PARKS AND LODGES

### To the Trade and Consumer Market Shows

Here is a partial list of key trade and consumer shows at which the Georgia Travel Guide is distributed:

GEORGIA/ALABAMA/ SOUTH CENTRAL MOTOR COACH ASSOCIATION

ONTARIO MOTORCOACH ASSOCIATION

STUDENT & YOUTH TRAVEL ASSOCIATION CONFERENCE

AMERICAN BUS ASSOCIATION MARKETPLACE

TRAVEL SOUTH DOMESTIC SHOWCASE

GEORGIA NATIONAL FAIR CONSUMER SHOW

INTERNATIONAL POW WOW

TRAVEL ALLIANCE PARTNERS (TAP)

OMCA ONTARIO MOTORCOACH ASSOCIATION

EDUCATIONAL TRAVEL CONSORTIUM

### The Georgia Travel Guide Produces Thousands of Qualified Leads for Advertisers

**Total leads generated from 2017 Guide: 412,000!** Visitors can easily access information from advertisers both in print via the bound-in Reader Service Card and digitally through ExploreGeorgia.org. Leads are sent electronically each week directly to the inbox of the advertiser.

**Travel Guide is available as a digital & mobile flipbook to view and download on Exploregeorgia.org.**

*Travel Guide polybags with other magazines in feeder markets to include:*

- ▶ JACKSONVILLE MAGAZINE
- ▶ NASHVILLE MAGAZINE
- ▶ THE LOCAL PALATE

# GEORGIA TRAVEL GUIDE ADVERTISING

## 2019 DETAILS & DEADLINES

**Ad Space Deadline**  
November 30

**Materials Deadline**  
December 7

**Circulation**  
700,000

**Frequency**  
Annual

**Size**  
8" x 10.5"

**Publication Date**  
January 2019

## 2019 DISPLAY RATES\*

FULL PAGE	\$17,595
2/3 PAGE	\$15,595
1/2 PAGE	\$12,500
1/3 PAGE	\$8,750
1/4 PAGE	\$6,295
1/6 PAGE	\$4,315
1/12 PAGE	\$2,210

## Premium Positions

BACK COVER	\$28,535
INSIDE FRONT COVER	\$24,465
INSIDE BACK COVER	\$23,220
PAGE ONE	\$19,355
MASTHEAD	\$18,950
TOC	\$19,355

\*All rates are net and include 4-color. Rates subject to change without notice.

## AD REQUIREMENTS

Printing Process: Web offset  
Binding Method: Perfect bound  
Line Screen: 150 line  
Ink: CMYK, convert all spot colors to CMYK  
Ink Density: 280 percent

### Acceptable File Format:

PDF X1A - high resolution (300 dpi). All fonts and images must be embedded within the PDF. Images should be 300 dpi before embedding.

**Color Proofs:** A 100% sized, color-accurate proof, with crop marks is preferred to accompany your ad.

### Production Contact:

Whitney Tomasino, Production Director  
wtomasino@atlantamagazine.com  
404-527-5526

### File Submission:

Ads can be emailed directly to wtomasino@atlantamagazine.com if less than 6MB. If larger than 6MB, please email Whitney for an upload link.

## ADVERTISING SPECIFICATIONS

- ▶ **Final Trim Size: 8" x 10.5"**
- ▶ **Spread (with bleed): 16.25" x 10.75"**  
(keep text .375" from trim edges)
- ▶ **Full Page (with bleed): 8.25" x 10.75"**  
(keep text .375" from trim edges)
- ▶ **2/3 Page (vertical): 4.625" x 9.5"**
- ▶ **1/2 Page (island): 4.625" x 7.125"**
- ▶ **1/2 Page (horizontal): 7" x 4.625"**
- ▶ **1/3 Page (vertical): 2.25" x 9.5"**
- ▶ **1/3 Page (square): 4.625" x 4.625"**
- ▶ **1/4 Page: 3.375" x 4.625"**  
(quarter pages are formatted ads on same page)
- ▶ **1/6 Page (vertical): 2.25" x 4.625"**
- ▶ **1/6 Page (horizontal): 4.625" x 2.125"**
- ▶ **1/12 Page: 2.25" x 2.125"**

**CALL NOW TO RESERVE YOUR AD SPACE!**

### JON BRASHER

Associate Publisher  
404.527.5517 | 770.712.7492 (cell)  
jbrasher@atlantamagazine.com

### JILL TETER

Travel Sales Director  
912.577.0062 (cell)  
jteter@atlantamagazine.com



# EXPLOREGEORGIA.ORG

Georgia tourism partners can advertise on the State of Georgia's official tourism website. 5.1 million Unique visitors and 12 million page views in 2017!

## AD POSITION RATES

Banner Ad Units (300 x 100 pixels)  
Monthly Rate

Regions & Cities, Things to Do,  
Places to Stay, Dining, Events,  
Trip Ideas, Deals and Film

Homepage

POSITION 1 + 2	\$1,400	POSITION 1 + 2	\$1,200
POSITION 3 + 4	\$1,200	POSITION 3 + 4	\$1,000
POSITION 5 + 6	\$800	POSITION 5 + 6	\$800

### Ads run on multiple pages for maximum visibility

All ads on Regions & Cities, Things to Do, and on the city landing pages will run throughout these sections.

### Submission Guidelines

Submit 300 x 100 pixel JPEG or PNG files only. Include URL link.

### Send Ad via email to your sales representative

## E-NEWSLETTER

Advertise in Georgia's tourism e-newsletter to reach a laser targeted, opt-in audience. 188k opt in subscribers, 25% open rate and a 3.5% CTR!  
**Only four advertisers in each issue!**

## FREQUENCY

Bi-monthly (second and fourth Tuesdays of each month)

## DEADLINES

Two weeks prior to issue date

## Newsletter Ad Rates

<b>A</b>	<b>SPONSORED CONTENT</b>	<b>\$1,500 / EDITION</b>
	JPG: 320 x 140 px Title: 36 characters Description: 120 characters, URL link	
<b>B</b>	<b>FEATURED PARTNER #1 OR #2</b>	<b>\$1,000</b>
	JPG: 120 x 90 px Title: 25 characters Description: 100 characters, URL link	
<b>C</b>	<b>FOOTER</b>	<b>\$1,500</b>
	JPG: 600 x 70 px URL link	

