



2020

EXPLORE GEORGIA TRAVEL GUIDE

The official fulfillment publication for the Georgia Department of Economic Development/Tourism Division. Available in print and as a digital flipbook. The popular guide serves as the source for consumers planning their vacation and as a resource guide as they travel throughout Georgia.

The 2020 Guide will have a fresh new look featuring a photo-driven, inspirational design. This will be the cornerstone publication to complete the vision of making Georgia the #1 destination in the American South.

GEORGIA VISITORS

Domestic and International visitors to Georgia spent **\$35.4 billion** in 2017
Domestic and International visitors to Georgia totaled **\$109.1 million** in 2017

DISTRIBUTION & CIRCULATION

- **State Visitor Information Centers:** 11 locations assist 13 million visitors annually
- **Regional Visitor Information Centers:** 60 located throughout the state and operated by local CVB's and Chambers.
- **Local Welcome Centers:** located throughout the state in smaller communities.
- Newstands throughout Georgia and the Southeast
- Direct requests from 1-800-VISITGA and ExploreGeorgia.org
- Statewide events and festivals to include Jekyll Island Wild Shrimp and Grits Festival, Sip & Savor Callaway Gardens, Atlanta Food & Wine Festival, Savannah Food & Wine Festival
- Consumer trade shows like Georgia National Fair and Sunbelt Ag Expo
- Industry Trade Shows to include Student Youth & Travel Association, GA/ALA/South Central Motorcoach Assoc., Brand USA, World Travel Market, American Bus Association, Travel South, ITB Berlin
- Hotels, Resorts, Cabin/ Home rental companies and Bed & Breakfasts
- Family and Military Reunions
- Military Bases
- Schools and Field Trip Administrators
- Georgia State Capitol
- Atlanta Magazine events
- Georgia State Parks & Lodges

LEAD GENERATOR

Print and digital reader service cards generated over **328,000 leads** for advertisers



EXPLORE GEORGIA TRAVEL GUIDE ADVERTISING

2020 DETAILS
& DEADLINES

Ad Space Deadline

November 22

Materials Deadline

December 6

Circulation

700,000

Frequency

Annual

Size

8" x 10.5"

Publication Date

January 2020

2020 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"**

CONTACT US TO RESERVE YOUR DISPLAY AD SPACE.

JON BRASHER

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