



# ESCAPE TO THE SOUTHEAST TRAVEL GUIDE

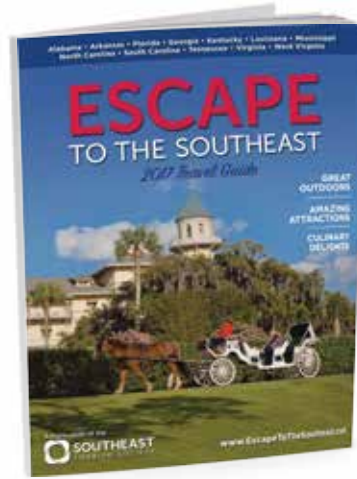
An annual publication of the Southeast Tourism Society, the *Travel Guide*, in conjunction with EscapeToTheSoutheast.com, promotes and inspires leisure travel throughout the 12 Southeastern States. The *Travel Guide* offers uniquely positioned, highly effective distribution reaching travelers when and where they are looking for information on leisure travel.

## Increased Response & Improved Results = ROI

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

## 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 and engagement with your destination.



## Publication Date

January 2018

## Circulation

- 100,000 copies
- 250,000+ readership

## Distribution

- 5,263 Consumer Requests\*
  - 588 AAA Travel Offices
  - 237 Hotels in the Southeast
  - 47 Armed Forces Travel Agencies
  - 34 Consumer Travel Shows
  - 62 Leisure Travel Agencies
  - 56 Visitor Centers in the Southeast
- \* 2016 consumer requests

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 17, 2017.

**Space Close:** November 17, 2017

**Materials Due:** December 1, 2017

### 2018 Advertising Rates

	MEMBER RATES		NON-MEMBER RATES	
		w/discount		w/discount
Full page	\$3,731	\$3,358	\$4,289	\$3,861
Half page	\$2,678	\$2,411	\$3,086	\$2,778
1/3 page	\$2,094	\$1,884	\$2,415	\$2,175
<b>PREMIUM POSITIONS</b>				
Inside Front Cover	\$4,611	\$4,150	\$5,288	\$4,759
Inside Back Cover	\$4,241	\$3,817	\$4,885	\$4,397
Back Cover	\$4,805	\$4,325	\$5,529	\$4,977

All Rates Net.

### Advertiser Specs

	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"		
1/3 Page, Vertical	2.375" x 9.375"		
1/3 Page, Square	4.75" x 4.75"		

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.

## Contact your Account Executive today!

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