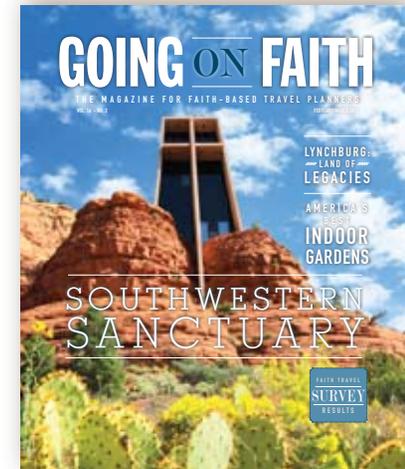
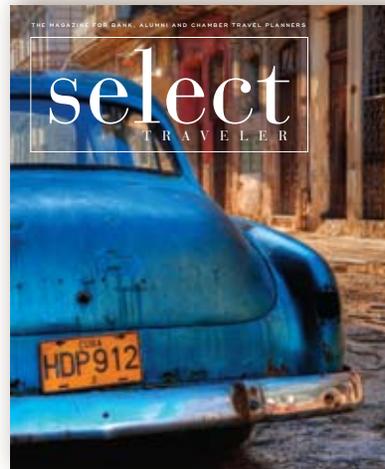
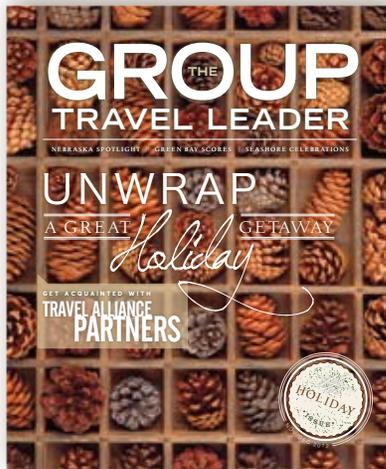


GROUP
THE
TRAVEL LEADER
INC.

2014 ADVERTISING PLANNER

OUR MAGAZINES



WHAT DOES OUR BRAND STAND FOR?

DESIGN STANDARDS YOUR ADVERTISING DESERVES.

Our newsstand-quality magazines are the most engaging in the industry. Travel planners read them and keep them to refer to frequently.

STRATEGIC PARTNERSHIPS THAT BUILD INFLUENCE. We have exclusive publishing arrangements with The Group Travel Family, Travel South USA, Travel Alliance Partners, and GrandCentral USA to name a few. We are also a longtime supporter of Tourism Cares.

CONTENT YOU CAN COUNT ON. Our writers and editors travel America and the world. We don't use canned publicity and we don't sell editorial. Because our readers trust us, your advertising sets you apart.

THE VISION TO PIONEER NEW MARKETS. In addition to offering the next generation of travel planners in The Group Travel Leader, we pioneered the industry's only magazines for bank, chamber, alumni and faith-based group travel programs. As a result, Select Traveler and Going On Faith dominate their markets.

CONFERENCES THAT CLOSE THE LOOP. Our relationship with the Group Travel Family means only we offer you co-branded events so you can meet face-to-face with your target audiences. No other publishing company offers such a powerful combination of media- and event-based marketing opportunities.

OUR MAGAZINES AND SPECIAL ISSUES

WE CAN PRODUCE — ONE FOR YOUR STATE OR REGION!

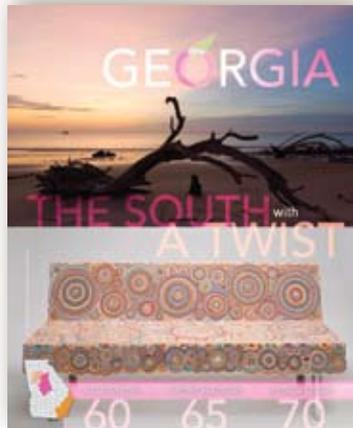
We offer turnkey custom publishing partnerships like these to travel regions and organizations. We do all the work. We create an editorial outline with the partner, sell all advertising, produce superb graphics and print overruns for the partner organization that can be used in marketing programs for an entire year.

Call today to see how easily we can do one for you!
(888) 253-0455

PROUD PARTNERS OF



OUR INDUSTRY PUBLISHING PARTNERSHIPS SPEAK FOR THEMSELVES



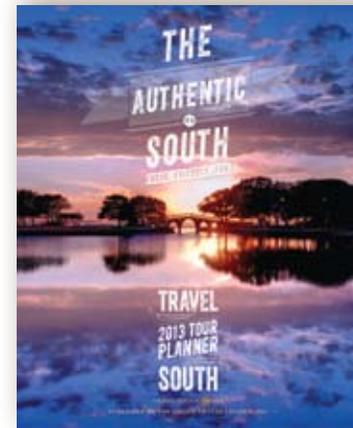
GEORGIA SPECIAL SECTION

Published May 2013
in The Group Travel Leader
in collaboration with Georgia
Department of Tourism



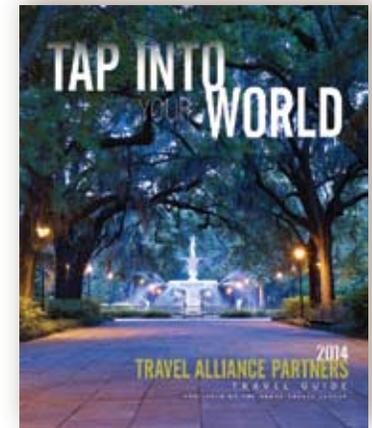
GRAND CENTRAL USA TOUR PLANNER

Published each March in
The Group Travel Leader
in collaboration with
Grand Central USA



TRAVEL SOUTH TOUR PLANNER

Published each January in
The Group Travel Leader
in collaboration with
Travel South USA



TAP (TRAVEL ALLIANCE PARTNERS) SPECIAL SECTION

Published in the November/
December issues of The Group
Travel Leader and Bank Travel
Management in collaboration
with Travel Alliance Partners



ADVERTISE WITH US ONLINE!

GROUPTRAVELLEADER.COM

GOINGONFAITH.COM

SELECTTRAVELER.COM

WEBSITE BANNER ADS

You can purchase a Banner Ad on any of our three websites for 3, 6, 9 or 12 months.

LEADERBOARD	980 x 90 pixels
SIDE BANNER	250 x 250 pixels

DIGITAL EDITION SPONSORSHIPS

Online Digital Edition Sponsorship includes the following:

- Print recognition in that month's print magazine (Includes logo, phone number and web address)
- Banner ad on our Digital Edition Blast Email

E-NEWSLETTER BANNER ADS

LEADERBOARD	600 x 100 pixels
SIDE BANNER	200 x 200 pixels

DEDICATED E-BLAST

We can e-mail your customized HTML e-mail promotion to all of our niche markets. Target any specific buyer group with your sales message. More than 25,000 active travel groups are waiting to hear from you!



VIDEO HUB SPONSORSHIP

- A 250 x 250 pixel pre-roll slide before every video
- A linked 275 x 75 pixel banner ad on the Video Hub player
- A 640 x 360 pixel video
- Phone and website information

60-SECOND VIDEO

Your video can be up to 60 seconds and needs to be a minimum of 640 X 360 pixels.



BLOG SPONSORSHIP

You can purchase a sponsorship for 3, 6, 9 or 12 months. Includes 980 x 90 leaderboard banner ad at the top of the blog.

ADVERTISE IN OUR THREE E-NEWSLETTERS



GROUP TRAVEL MINUTE

Monthly to:

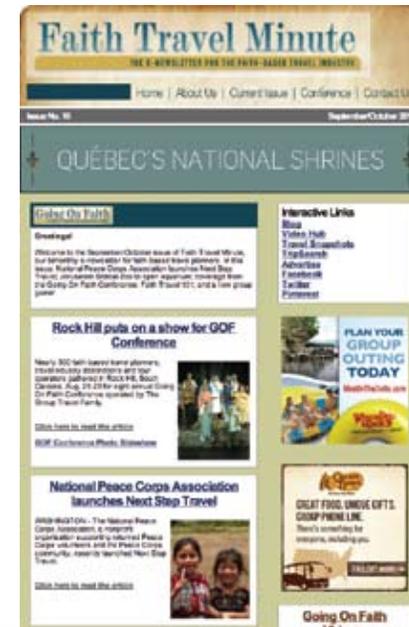
- Tour Operators • Group Leaders
- Bus Companies • Receptive Operators



SELECT TRAVELER MINUTE

Bi-monthly to:

- Bank Travel Directors
- Alumni Travel Directors
- Chamber Travel Directors



FAITH TRAVEL MINUTE

Bi-monthly to:

- Religious Group Travel Planners
- Tour Operators who serve this market

CALL: 888-253-0455 FOR RATES AND ISSUES AVAILABLE | AD SIZES: 200 X 200 PIXELS AND 600 X 100 PIXELS

GOING ON FAITH

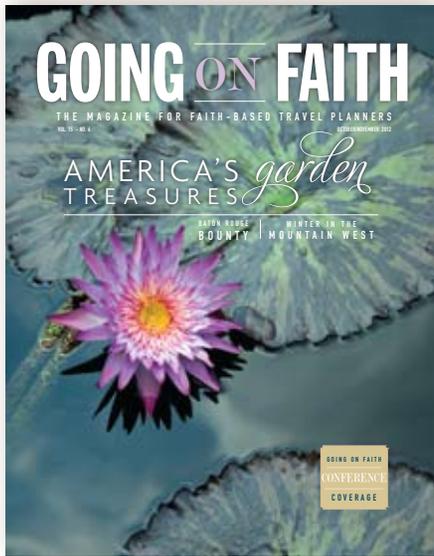
THE MAGAZINE FOR FAITH-BASED TRAVEL PLANNERS

2014 EDITORIAL CALENDAR

ISSUE	CITY FEATURE	STATE FEATURE	SPECIAL INTEREST	TRAVEL STOP	REGIONAL GUIDE	CONFERENCE CONTENT	ANNUAL GUIDE
DECEMBER JANUARY	Roseville, MN	Louisiana	Outdoor Adventure	Aquariums	Pacific States (AK, CA, HI, OR, WA)	Faith-Based Directory	—
FEBRUARY MARCH	Paducah, KY	Missouri	Retreats	Landmarks/Iconic Attractions	Southwest (AZ, NM, NV, OK, TX)	Faith Travel Trends	—
APRIL MAY	Chicago & Its Suburbs	Indiana	Museums	Mountain Destinations	South (AL, AR, FL, GA, KY, LA, MS, NC, SC, TN, VA, WV)	Conference City Showcase	—
JUNE JULY	Northwest Arkansas	Maryland	Amusement Parks	Religious Heritage	Midwest (IA, IL, IN, KS, MI, MN, MO, NE, OH, WI)	Going On Faith Conference Preview	—
AUGUST SEPTEMBER	Milwaukee, WI	Oklahoma	Music Performances	Mine Tours	Northeast (CT, DC, DE, MA, MD, ME, NH, NJ, NY, PA, RI, VT)	Top Faith-Based Destinations	Faith-Based Meeting Guide
OCTOBER NOVEMBER	Salt Lake City, UT	Georgia	Youth Travel	Church Tours	Mountain/NW (CO, ID, MT, ND, SD, UT, WY)	Going On Faith Conference Report	—

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GOING ON FAITH

THE MAGAZINE FOR FAITH-BASED TRAVEL PLANNERS

GROSS ADVERTISING RATES

	6X	3X	1X
Full Page, Color	2,100	2,205	2,310
2/3 Page, Color	1,680	1,735	1,785
Half Page, Color	1,365	1,420	1,470
1/3 Page, Color	935	990	1,040
1/6 Page, Color	625	650	685

- Covers and Guaranteed Positions - Add 10%
- Black and White Ads – Subtract \$300

For Ad Dimensions and Specs See Back Cover

READER PROFILE

Going On Faith is the national magazine for faith-based planners and serves as the official publication of the Going On Faith Conference. It is mailed six times a year to more than 6,500 qualified travel directors for churches, synagogues and other religious groups and to tour operators who serve this market. These religious travel programs serve youth, boomer and mature adult groups.

CLOSING DATES

SPACE: 1st of month prior
MATERIALS: 5th of month prior

INSERTS

Your preprinted inserts can be polybagged with Going On Faith and mailed for as little as \$5,500 net.

CONFERENCE

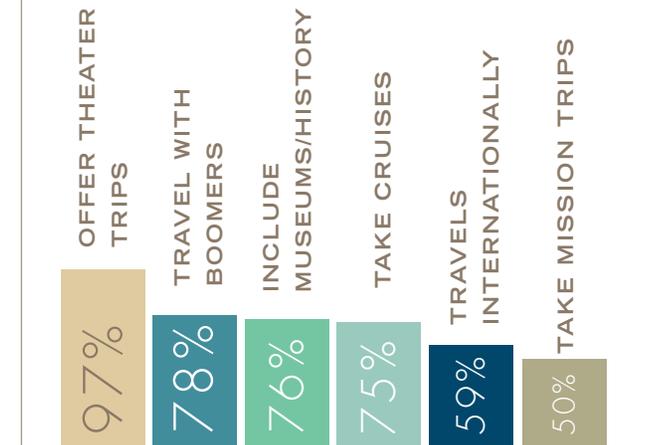
For information on our annual conference go to www.gofconference.com.

CONTACT US

888.253.0455
Kelly@grouptraveller.com Stacey@
grouptraveller.com

READER STATISTICS

- Average Number of Members in Church Group: **184**
- Average Number of Travelers Per Trip: **36**
- Average Number of Overnight Trips: **6**
- Average Number of Day Trips: **8**
- Average Number of Months in Advance You Plan Trip: **9 months**



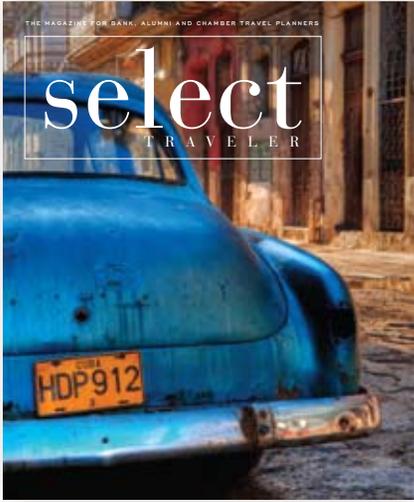


2014 EDITORIAL CALENDAR

ISSUE	THEME	STATE/REGIONAL FEATURE	CITY FEATURE	BIG CITY FEATURE	WE'RE KNOWN FOR:	SPECIAL SECTION	CONFERENCE CONTENT
JANUARY FEBRUARY	Culinary	New York	Bourbon Country, KY	Washington D.C.	Breweries	Northeast (CT, DC, DE, MA, MD, ME, NH, NJ, NY, PA, RI, VT)	Conference Preview
MARCH APRIL	Theater & Entertainment	Texas	Branson, MO	Chicago	Shopping	The South (AL, AR, FL, GA, KY, LA, MS, NC, SC, TN, VA, WV)	Member Trends
MAY JUNE	Trips of a Lifetime	Alaska	Savannah, GA	Seattle	Gaming	Midwest (IA, IL, IN, KS, MI, MN, MO, NE, OH, WI)	Conference Coverage
JULY AUGUST	Adventure Travel	West Virginia	Calif. Wine Country	New Orleans	Museums	Pacific States (AK, CA, HI, OR, WA)	Membership Directory
SEPTEMBER OCTOBER	Trending	Florida	Oklahoma City, OK	New York City	Beaches & Seashores	Mountain (CO, ID, MT, ND, SD, UT, WY)	Conference City Showcase
NOVEMBER DECEMBER	Arts & Culture	Montana	Columbus, OH	Nashville	Festivals & Events	Southwest (AZ, NM, NV, OK, TX)	Readers' Top Destinations

(888) 253-0455

SELECTTRAVELER.COM



THE MAGAZINE FOR BANK, ALUMNI AND CHAMBER TRAVEL PLANNERS

select

TRAVELER

GROSS ADVERTISING RATES

	6X	3X	1X
Full Page, Color	2,775	2,925	3,075
2/3 Page, Color	2,265	2,385	2,505
Half Page, Color	1,920	2,010	2,100
1/3 Page, Color	1,390	1,460	1,530
1/6 Page, Color	890	940	990

- Covers and Guaranteed Positions - Add 10%
- Black and White Ads – Subtract \$300

For Ad Dimensions and Specs See Back Cover

READER PROFILE

Select Traveler is the national magazine for travel planners for banks, chambers of commerce and alumni associations, and serves as the official magazine of the Bank Travel Conference. It is mailed six times a year to more than 5,000 travel planners for these upscale groups including 400 tour operators who serve this market. These affluent travel programs deliver members who travel as much as 6-8 times per year.

CLOSING DATES

SPACE: 1st of month prior
MATERIALS: 5th of month prior

INSERTS

Your preprinted inserts can be polybagged with Select Traveler and mailed for as little as \$5,500 net.

CONFERENCE

For more information on our annual conference call 800 628-0993.

CONTACT US

888.253.0455
Kelly@grouptravelleader.com
Stacey@grouptravelleader.com

POPULAR ALUMNI DESTINATIONS

DOMESTIC

- MISSISSIPPI RIVER CRUISE
- HOLIDAYS IN NEW YORK
- ALASKA
- WESTERN NATIONAL PARKS
- ALBUQUERQUE INT. BALLOON FESTIVAL

INTERNATIONAL

- ITALY
- THE BALTICS
- SOUTHERN AFRICA
- NORMANDY D-DAY ANNIVERSARY
- PANAMA CANAL CRUISE

CHAMBER TRAVEL AGE GROUPS

- 38% HAVE TRAVELERS AGES 21 - 29
- 56% HAVE TRAVELERS AGES 30 - 39
- 78% HAVE TRAVELERS AGES 40 - 49
- 89% HAVE TRAVELERS AGES 50 - 59
- 78% HAVE TRAVELERS AGES 60 AND OLDER

BANK TRAVEL PROGRAMS

- 98% OFFER THEATER TRIPS
- 93% TAKE CRUISES
- 88% INTERNATIONAL TRAVEL
- 80% TRAVEL WITH BOOMERS
- 60% OFFER GAMING TRIPS
- 55% OFFER SHOPPING TRIPS

THE GROUP

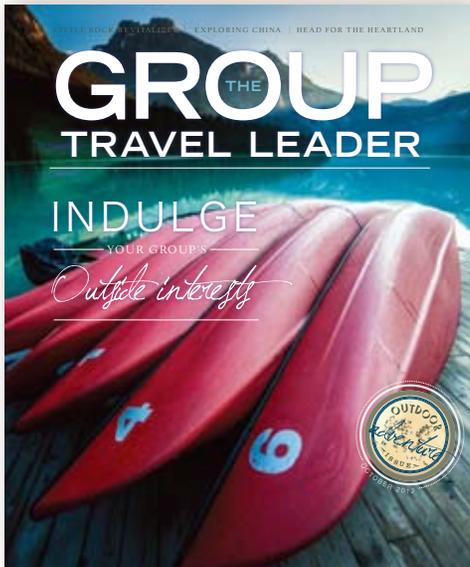
TRAVEL LEADER

2014 EDITORIAL CALENDAR

ISSUE	THEME	STATE SPOTLIGHT	DESTINATION FEATURE	DESTINATION FEATURE	TRAVEL STOPS	SPECIAL SECTION	SPECIAL INTEREST
JANUARY	Spring Destinations	Michigan	Best of Ohio	Anchorage, AK	Cruises	Travel South Tour Planner	Boomer Groups
FEBRUARY	Music & Entertainment	Wisconsin	Canadian Maritimes	Chicago, IL	Museum Guide	New York	CVB Feature
MARCH	Food & Spirits	Kentucky	Pennsylvania	Atlantic City, NJ	Plantations/ Southern Homes	Grand Central USA (AR, KS, MO, OK)	African American Travel
APRIL	International Travel	Maryland	Virginia	St. Charles, MO	Zoos & Wildlife	Native American Directory	Shopping
MAY	History & Heritage	Iowa	Route 66	Phoenix, AZ	Gardens	The Carolinas	CVB Feature
JUNE	Americana	Nevada	Tennessee's Backroads	Columbus, OH	Theater Guide	Mississippi	Multi-Generational Travel
JULY AUGUST	Fall Destinations	Illinois	The Rocky Mountains	Galveston, TX	Attractions Guide	Oklahoma	CVB Feature
SEPTEMBER	Arts & Culture	Alaska	New York City	Burlington, VT	Frank Lloyd Wright Sites	Buyer's Guide Directory	Restaurants
OCTOBER	Outdoor Adventure	South Dakota	Pacific Coast Highway	Raleigh, NC	Beaches & Seashore	America's Heartland (IL, IN, IA, MI, MN, MO, OH, WI)	Educational Travel
NOVEMBER DECEMBER	Industry Insider	Nebraska	Florida's I-4 Corridor	New Orleans, LA	Gaming Guide	New England	Agritourism

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GROUPTRAVELLEADER.COM



THE GROUP TRAVEL LEADER

GROSS ADVERTISING RATES

	10X	5X	3X	1X
Full Page , Color	3,980	4,180	4,380	4,580
2/3 Page , Color	3,000	3,200	3,400	3,600
Half Page , Color	2,500	2,650	2,800	2,950
1/3 Page , Color	1,525	1,650	1,775	1,900
1/6 Page , Color	990	1,090	1,190	1,290

- Covers and Guaranteed Positions - Add 10%
- Black and White Ads – Subtract \$300

For Ad Dimensions and Specs See Back Cover

READER PROFILE

Over the past two decades we have built and refined the group travel industry's most respected readership, one that ranges from America's largest travel companies to emerging groups that are being created every day. Our guaranteed print circulation of 20,000 currently includes:

- Group Travel Family member travel planners
- Members of NTA, ABA, UMA, USTOA, OMCA and SYTA
- Boomer-aged travel groups
- Smaller, special interest groups
- Outdoor adventure groups
- Automobile clubs
- Motorcycle groups
- Youth and student groups
- Golf travel groups
- Culinary travel groups

CLOSING DATES

SPACE: 1st of month prior
MATERIALS: 5th of month prior

INSERTS/CUSTOM PRINTING

Call for a quote.

CONTACT US

888.253.0455

Kelly@grouptraveller.com

Stacey@grouptraveller.com

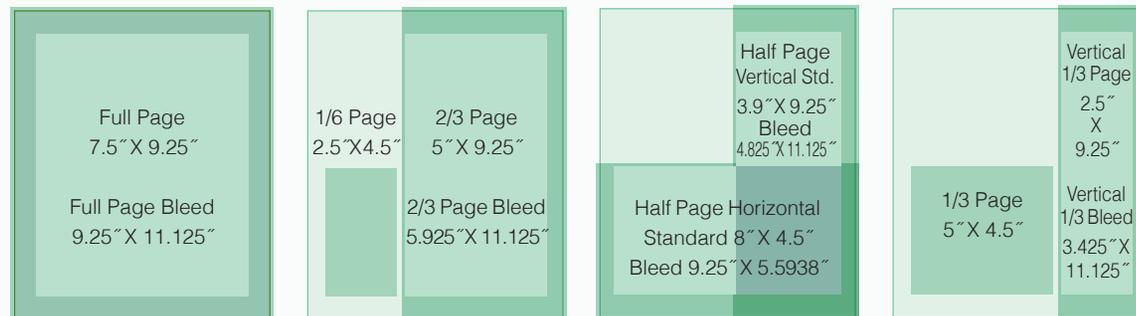


AD REQUIREMENTS

- File formats** PDF x1a **created with Adobe Distiller**
Illustrator or Freehand (CMYK) eps
Photoshop (CMYK) eps, tiff or psd
InDesign
- Color** CMYK **Resolution** 300 dpi
IMPORTANT: Be certain that all PMS and RGB colors have been converted to process color in all files. Ads received with unacceptable colors will be converted by our production staff. This conversion may change the color appearance.
- Linescreen** All of our publications are printed at 150 lines per inch.
- Graphics** PDF x1a **created with Adobe Distiller**
EPS files
TIFF files
- Fonts** All fonts converted to paths, outlines, boxes or embedded.
Include all Truetype fonts used.
Include all Post Script fonts used.
Include all Adobe Multiple Master fonts used.
(Include all printer and screen fonts.)
- File name** File names should begin with the advertiser's name or initials_publication initials_date of issue.
Example:
Acme_Resort_GTL_July-2013
- Sending Ad** You may either e-mail a PDF of your ad or upload your file to our FTP site using the following addresses:
production@grouptravelleader.com
production@selecttaveler.com
production@goingonfaith.com
www.grouptravelleader.com/Advertisers/File_Upload.aspx
- Deadlines** All materials are due the 5th of the month prior to the issue date.

AD DIMENSIONS

THE GROUP TRAVEL LEADER BANK TRAVEL MANAGEMENT GOING ON FAITH



Ad Size	Standard	Bleed Trim Size	Bleed
Full Page	7.5" X 9.25"	9" X 10.875"	9.25" X 11.125"
2/3 Page	5" X 9.25"	5.675" X 10.875"	5.925" X 11.125"
Half Page Vertical	3.9" X 9.25"	4.575" X 10.875"	4.825" X 11.125"
Half Page Horiz.	8" X 4.5"	9" X 5.3438"	9.25" X 5.5938"
1/3 Page Vertical	2.5" X 9.25"	3.175" X 10.875"	3.425" X 11.125"
1/3 Page Square	5" X 4.5"		
1/6 Page	2.5" X 4.5"		

(888) 253-0455

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kelly@grouptravelleader.com or stacey@grouptravelleader.com