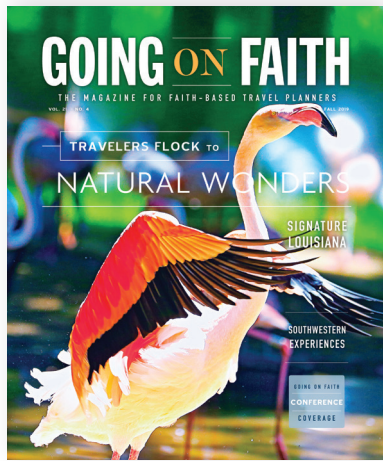




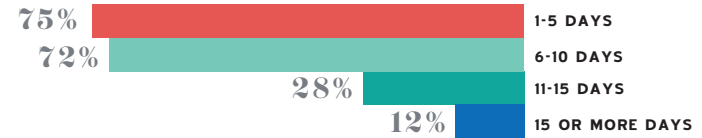
2021 ADVERTISING PLANNER



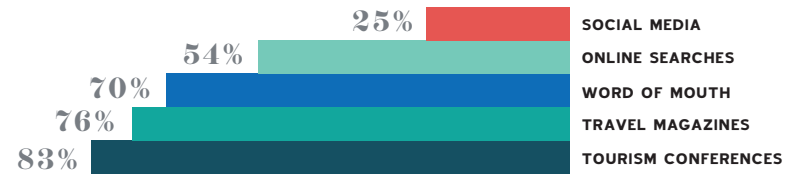
READER PROFILE

Going On Faith is the national magazine for faith-based planners and serves as the official magazine of the Going On Faith Conference. It is mailed four times a year to more than 6,000 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.

TRIP LENGTH OFFERED



SOURCES FOR NEW TRAVEL IDEAS



GROSS PRINT RATES

	1X	Annual Contract (4 ads)
Full Page, Color	2,310	7,600 total *
2/3 Page, Color	1,785	5,900 total *
Half Page, Color	1,470	4,800 total *
1/3 Page, Color	1,040	3,400 total *
1/6 Page, Color	685	2,200 total *

*an 18% total savings over standard pricing

CUSTOM CONTENT

Our writer will work directly with you to create a one, two, three or four page custom content article. Your article will run in the issue of your choice in print, as an e-Newsletter article in that months issue and on our website for one year in our Travel Stories feature. Call or email for additional information & rates.

INSERTS/CUSTOM PRINTING

Your preprinted inserts can be polybagged with Going On Faith and mailed for as little as 50¢/piece. Regional buys are also available. Call for a quote.

PRINT DEADLINES

SPRING: Space: Feb. 1 — **Materials:** Feb. 5
SUMMER: Space: May 1 — **Materials:** May 5
FALL: Space: Aug. 1 — **Materials:** Aug. 5
WINTER: Space: Nov. 1 — **Materials:** Nov. 5

GROSS DIGITAL RATES

WEBSITE

LEADERBOARD AD: \$450
BANNER: \$350

E-NEWSLETTER

LEADERBOARD: \$450
BANNER: \$350

SPONSORED ARTICLE: \$400

You submit up to 500 words of copy and four photos that will run in one issue of our e-Newsletter and on our website for one year in our Travel Stories feature.

DIGITAL DEADLINES:

Space: 1st of month prior
Materials: 5th of month prior

For Ad Dimensions and Specs See Back Cover

2021 EDITORIAL CALENDAR



IN EVERY ISSUE: • Industry Update • Travel Tips • Conference Connection • Holy Land & the World

	CITY FEATURE	STATE FEATURE	SPECIAL INTEREST	TRAVEL STOP	RETREAT VENUE	SPECIAL SECTION
SPRING	Dearborn, IN	Kansas	Value Destinations	Car Museums	Black Hills Area Retreat Center Deadwood, SD	The South
SUMMER	Branson, MO	Mississippi	Dinner Cruises	Music & Entertainment	The Cove, Asheville, NC	NE/Mid Atlantic
FALL	The Smokies	Pennsylvania	Farm & Factory Tours	History	Wheat State-Wichita Area Retreat Center, Augusta, KS	The Southwest
WINTER	Jefferson, LA	Ohio	Civil Rights	Faith-Based Attractions	Mt. Aetna Camp & Retreat Center, Hagerstown, MD	The Heartlands



GOINGONFAITH.COM

CONTACT US

888.253.0455

Kelly@grouptravelleader.com

Kyle@grouptravelleader.com

AD DIMENSIONS

GROUP
THE
TRAVEL LEADER

select
TRAVELER

GOING ON FAITH
THE MAGAZINE FOR FAITH-BASED TRAVEL PLANNERS

SMALL MARKET MEETINGS

FULL PAGE



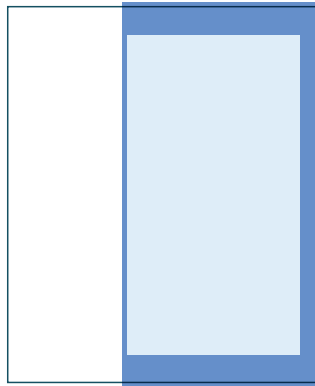
Safety Margin *

Trim: 9" X 10.875"
Bleed: 9.25" X 11.125"

Live Area: 8.5" X 10.375"

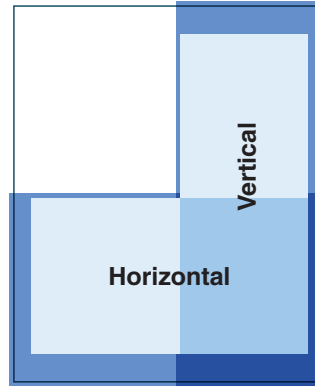
* All photos and text need to stay inside the Trim by 1/4 for all bleed ads

2/3 PAGE



No Bleed: 5" X 9.25"
Trim: 5.675" X 10.875"
Bleed: 5.925" X 11.125"

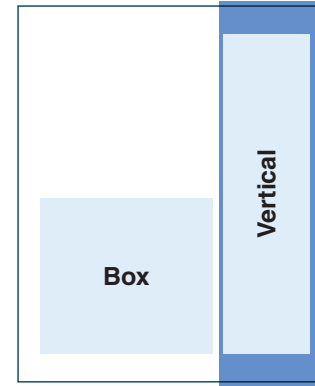
1/2 PAGE



Horizontal
No Bleed: 8" X 4.5"
Trim: 9" X 5.3438"
Bleed: 9.25" X 5.5938"

Vertical
No Bleed: 3.9" X 9.25"
Trim: 4.575" X 10.875"
Bleed: 4.825" X 11.125"

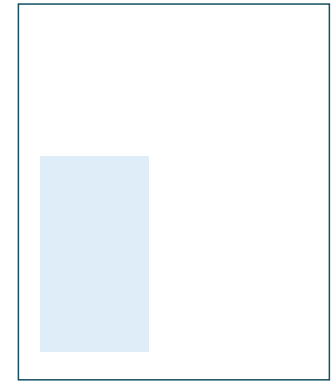
1/3 PAGE



Box
No Bleed: 5" X 4.5"

Vertical
No Bleed: 2.5" X 9.25"
Trim: 3.175" X 10.875"
Bleed: 3.425" X 11.125"

1/6 PAGE



No Bleed: 2.5" X 4.5"

AD SPECIFICATIONS

FILE FORMATS PDF x1 preferred
JPG, EPS, TIF or PDF accepted

COLOR CMYK

IMAGES All images should be 300 dpi CMYK

IMPORTANT: Be certain that all color profiles (including RGB, ICC and PMS) have been converted to CMYK in all files. Ads received with unacceptable colors will be converted by our production staff. This conversion may change the color appearance.

FONTS All fonts embedded or converted to paths, outlines, boxes.

LINESCREEN We print with 150 lines per inch.

SENDING AD To submit your ad, you may share a PDF via Dropbox or other file sharing program or you may email it to one of the following addresses:

production@grouptravelleader.com • production@selecttraveler.com
production@goingonfaith.com • production@smallmarketmeetings.com

DEADLINES All materials are due by the 5th of the month prior to the issue date.

CONTACT US

888.253.0455

gtl-advertising.com