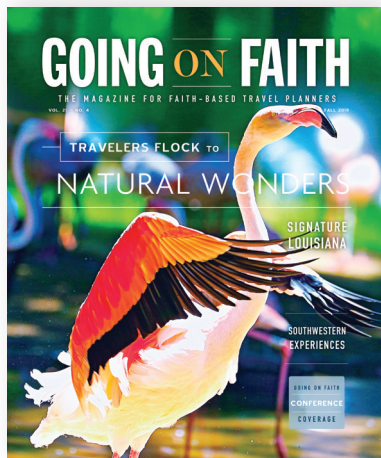




# 2021 ADVERTISING PLANNER

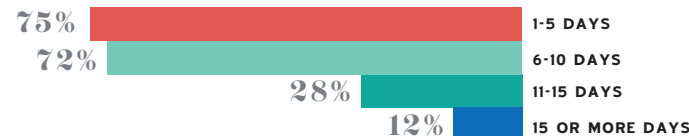




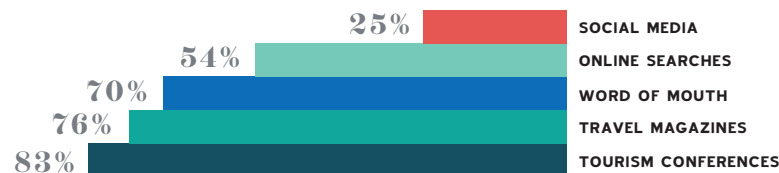
## READER PROFILE

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

For Ad Dimensions and Specs See Back Cover

**CANCELLATION POLICY:** Ads cancelled less than 15 days prior to the space deadline will be billed at the contract-cost of the ad.

## 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 month's 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

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



[GOINGONFAITH.COM](http://GOINGONFAITH.COM)

**CONTACT US**

**888.253.0455**

[Kelly@grouptravelleader.com](mailto:Kelly@grouptravelleader.com)

[Kyle@grouptravelleader.com](mailto:Kyle@grouptravelleader.com)

# AD DIMENSIONS

**GROUP**  
THE  
TRAVEL LEADER

**select**  
TRAVELER

**GOING ON FAITH**  
THE MAGAZINE FOR FAITH-BASED TRAVEL PLANNERS

**SMALL MARKET  
MEETINGS**

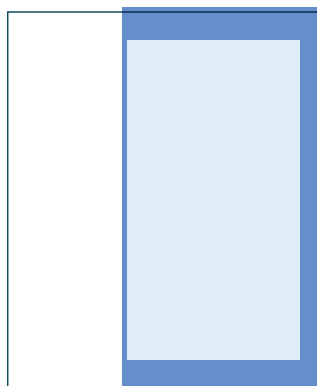
## FULL PAGE



**Trim:** 9" X 10.875"  
**Bleed:** 9.25" X 11.125"  
**Live Area:** 8.5" X 10.375"

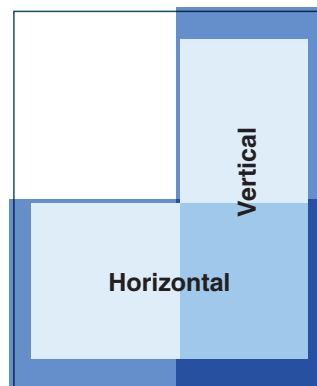
\* All photos and text need to stay inside the Trim by 1/4 for all bleed ads

## 2/3 PAGE



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

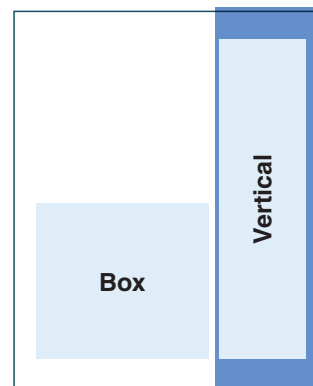
## 1/2 PAGE



**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"

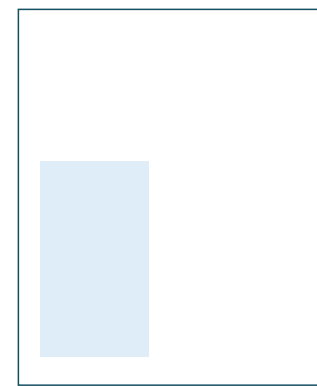
## 1/3 PAGE



**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](mailto:production@grouptravelleader.com) • [production@selecttraveler.com](mailto:production@selecttraveler.com)  
[production@goingonfaith.com](mailto:production@goingonfaith.com) • [production@smallmarketmeetings.com](mailto:production@smallmarketmeetings.com)

**CANCELLATION POLICY:** Ads cancelled less than 15 days prior to the space deadline will be billed at the contract-cost of the ad

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

**CONTACT US**

**888.253.0455**

[gti-advertising.com](http://gti-advertising.com)