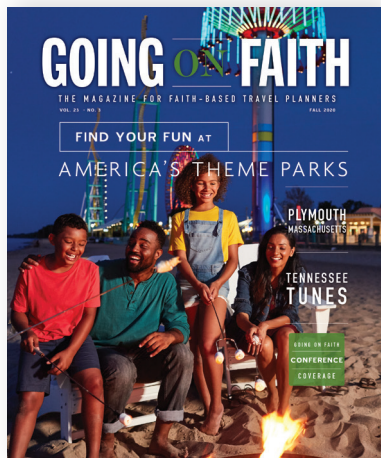




# 2022 ADVERTISING PLANNER

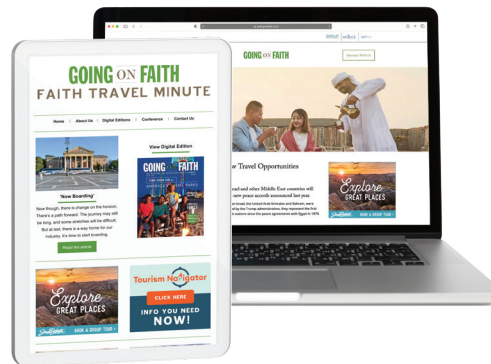




## READER PROFILE

Going On Faith is the national magazine for faith-based travel planners. It is published four times a year and is read in its print and digital formats by more than 10,000 qualified travel directors for churches, synagogues and other religious groups and by tour operators who serve this market. These religious travel programs serve youth, boomer and mature adult groups.

## GROSS DIGITAL RATES & SPECS



### WEBSITE BANNER ADS

You can purchase a Banner Ad on [goingonfaith.com](http://goingonfaith.com) for 3, 6, 9 or 12 months.

**LEADERBOARD AD:** \$450

**SPECS:** 1200 x 250 pixels

**SIDE BANNER:** \$350

**SPECS:** 250 x 250 pixels

## GROSS PRINT RATES

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

\*an 18% total savings over standard pricing

For Ad Dimensions and Specs See Back Cover

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

### 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

### 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 print issue of your choice, as an e-newsletter article in that month's issue and on our website for one year in our Travel Stories feature. Call for information and 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.

### E-NEWSLETTER BANNER ADS & SPONSORED ARTICLE

**LEADERBOARD AD:** \$450

**SPECS:** 700 x 100 pixels

**SIDE BANNER:** \$350

**SPECS:** 300 x 250 pixels

**SPONSORED ARTICLE:** \$400

**SPECS:** You submit up to 500 words of copy and four photos that will run in one issue of **Faith Travel Minute** 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

# 2022 EDITORIAL CALENDAR

**ISSUE HIGHLIGHTS:**

- Conference Connection
- Industry Update
- Travel Tips
- Holy Land & the World

	CITY FEATURE	STATE FEATURE	SPECIAL INTEREST	TRAVEL STOP	RETREAT VENUE	SPECIAL SECTION
SPRING	Kansas City, KS	Maryland	Amish	Route 66	Potomac Park, Falling Waters, WV	The South
SUMMER	Charlotte, NC	Ohio	Museums	Sightseeing Cruises	Little Portion Hermitage, Berryville, AR	NE/Mid Atlantic
FALL	Gettysburg, PA	South Carolina	International Travel	Trolley Tours	Miraval Resort & Spa, Tucson, AZ	The Southwest
WINTER	French Lick- West Baden, IN	Missouri	Outdoors	Beaches	Epworth by the Sea, Saint Simon's Island, GA	The Heartlands & African American Heritage

# AD DIMENSIONS

**GROUP**  
THE  
TRAVEL LEADER

**select**  
TRAVELER

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

**SMALL MARKET MEETINGS**

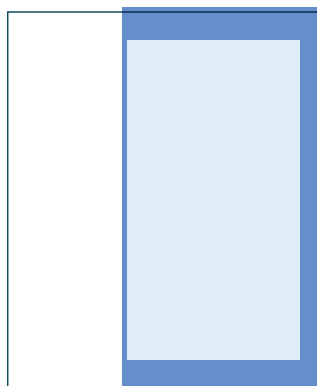
## FULL PAGE



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

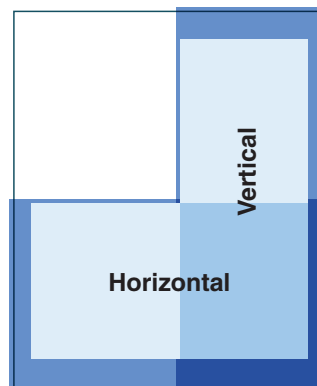
\* All text, logos, etc. need to stay inside the Trim by .25" for all bleed ads

## 2/3 PAGE



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

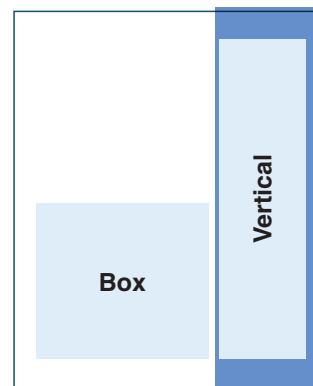
## 1/2 PAGE



**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"

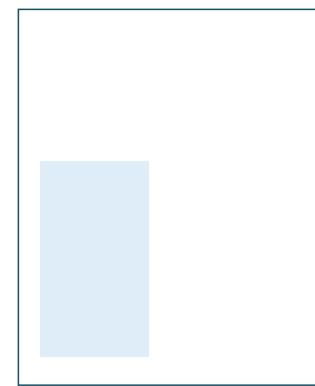
## 1/3 PAGE



**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 or PDF x4 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 service or you may email it to one of the following addresses:

[production@grouptraveller.com](mailto:production@grouptraveller.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 fewer 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)