

The Official State Tourism Publication

Georgia

Travel Guide

2016
MEDIA
KIT

*The most requested
and highly circulated
fulfillment promotional
tool for tourism in the
state of Georgia*

700,000 |
Circulation |

Published in |
January 2016 |



***In addition to the twelve
Georgia Visitor Information Centers,
the 2016 Georgia Travel Guide
will be circulated in:***

- *Regional and local welcome centers throughout Georgia*
- *Hotels, resorts and bed and breakfasts throughout Georgia*
- *Newsstands throughout Georgia and the Southeast*
- *Family reunion requests, military bases*
- *Direct requests from 1-800-VISITGA and exploregeorgia.org*
- *School groups and field trip administrators*
- *Statewide events and festivals*
- *Georgia State Capitol*
- *Atlanta magazine events throughout the year including Best of Atlanta*

***New
for 2016!***

*The Georgia Travel
Guide will now be
distributed in the new
Hartsfield-Jackson
Atlanta International
Airport VIC.*



State Visitor Information Centers (VICs)

More than 12 million visitors pass through the twelve state Visitor Information Centers each year making the VICs a key component for distribution of the travel guide.

This is a captive and engaged audience for your advertising message.



To the Trade and Consumer Market Shows

Here is a partial list of key trade and consumer shows at which the Georgia Travel Guide is distributed:

- Georgia/Alabama Motorcoach Association
- North Carolina/Virginia Motorcoach Association
- Ontario Motorcoach Association
- National Tour Operators Trade Show
- Connect Marketplace - Association Meeting Planners
- Student & Youth Travel Association Conference
- American Bus Association Marketplace
- Travel South Domestic Showcase
- Receptive Tour Operator Summit
- Georgia National Fair Consumer Show
- Rejuvenate Marketplace & Trade Show
- International Pow Wow
- Collaborate Marketplace & Trade-show - Corporate Meeting Planners

The Georgia Travel Guide Produces Thousands of Qualified Leads for Advertisers

Visitors can easily access information from advertisers both in print via the bound-in Reader Service Card and digitally through ExploreGeorgia.org.

Leads are sent electronically each week directly to the inbox of the advertiser.

Direct lead generation increased by 33-plus percent for advertisers. Total leads generated surpassed 332,600.

Digital Editions of the 2016 Georgia Travel Guide Extend Your Advertising Investment

In addition to being available on the State's website as a free digital "flip-book", the guide will also be available as a free download for all tablet and smartphone devices.

ExploreGeorgia.org

ALL-NEW
SITE DESIGN!

Georgia tourism partners can advertise on the State of Georgia's official tourism website, reaching more than 1.7 million unique visitors as they plan their visits to Georgia. According to Travel & Leisure research, 2013, 89 percent of all travelers plan to spend the same amount or more on travel within the United States this year; 98 percent of these travelers plan to take a leisure trip in the next 12 months.

New features of the redesigned ExploreGeorgia.org includes:

- **More inspirational site**
- **Responsive design interface**
Now Georgia tourism partners' ads will reach visitors on any smart phone or tablet device, through one size ad (300x100)
- A completely new visual and content-related overhauled design that welcomes visitors with a branded, authentic site experience
- **New content focused on:**
 - Top-Ten lists and Must-See attractions
 - Original content created by industry experts and social influencers
 - Slide Shows and Bucket Lists
 - New Blog content and Trip Itineraries
 - Redesigned Profile Pages (Partner Listings)

- New dining/culinary solution
- Integrated online reservation system
- Innovative Trip Planner
- Streamlined navigation that is bigger, bolder and more directive
- Immersive, content-rich videos, photos and slideshows

- **Dedicated landing pages** for the most popular travel topics
- **Integrated social media** throughout the site with easy social sharing
- Easy-to-use **Google Maps** throughout the site
- **Dynamic (smart) content delivery** on all landing pages, personalized to the individual visitor based on their interests and behaviors

(Online advertising rates and sizes on reverse.)

REACH VISITORS
AS THEY TRAVEL
THROUGH THE
STATE WEBSITE!



ALL-NEW
SITE DESIGN!

ExploreGeorgia.org



AD POSITION RATES (ALL RATES NET)

Banner Ad Units (300 x 100 pixels)	Monthly Rate
Homepage	
Position 1 + 2	\$1,200
Position 3 + 4	\$1,000
Position 5 + 6	\$800
Regions & Cities, Things to Do, Places to Stay, Dining, Events, Trip Ideas, Deals	
Position 1 + 2	\$1,000
Position 3 + 4	\$800
Position 5 + 6	\$600

Ads run on multiple pages for maximum visibility.

All ads on Regions & Cities, Things to Do, and on the city landing pages will run throughout these sections.

Submission Guidelines

Submit 300 x 100 pixel JPEG or PNG files only.

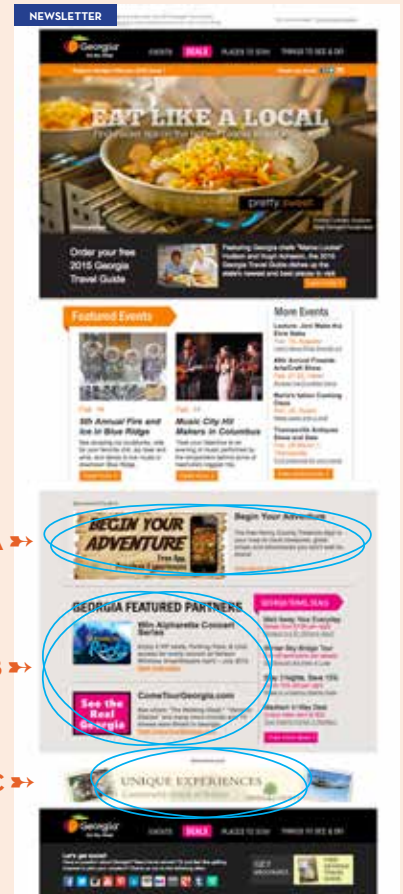
Send ad to **Kelundra Smith**
Digital Marketing Manager
kdsmith@atlantamagazine.com



THE 2016 GEORGIA TRAVEL GUIDE
WILL BE AVAILABLE AS A FREE, INTERACTIVE
EDITION IN THE ITUNES NEWSSTAND.

E-NEWSLETTERS

Advertise in Georgia's tourism e-newsletter to reach a laser-targeted, opt-in audience of Georgia tourism enthusiasts.



A SPONSORED CONTENT
B FEATURED PARTNERS #1 AND #2
C FOOTER

FREQUENCY

Bi-monthly (second and fourth Tuesdays of each month)

Frequency discounts applied for 12-month programs!

DEADLINES

Two weeks prior to issue date

Newsletter Ad Rates

Sponsored Content	\$1,500/ JPG: 320 x 140 px Title: 36 characters Description: 120 characters, URL link
Featured Partner #1 or #2	\$1,000 JPG: 120 x 90 px Title: 25 characters Description: 100 characters, URL link
Footer	\$1,500 JPG: 600 x 70 px URL link

AD REQUIREMENTS

Printing Process: Web offset

Binding Method: Perfect bound

Line Screen: 150 line

Ink: CMYK

Ink Density: 280 percent

Acceptable File Format:

PDF X1A - high resolution (300 dpi). All fonts and images must be embedded within the PDF. Images should be 300 dpi before embedding.

Color Proofs: A 100% sized, color-accurate proof, with crop marks is preferred to accompany your ad.

PRODUCTION CONTACT

Whitney Tomasino, Production Manager
wtomasino@atlantamagazine.com
404-527-5526

FILE SUBMISSION

FTP Information:

FTP site can only be accessed by using FTP software.

ftp.emmis.com
login: atlmag
password: peaches

Place ad in "Georgia Travel Guide" folder within the "GA Family Publications" folder. Please identify ad by name. Send Whitney Tomasino an e-mail notifying him that the ad has been uploaded.

Web Upload:

Using a web browser, go to: upload.emmis-publishing.com/atlantamagazine

When completing the form, select "Georgia Travel Guide" from the drop-down menu before submitting.

Send Ad Materials To:

Atlanta Magazine
Attention: Whitney Tomasino
260 Peachtree Street, Suite 300
Atlanta, Georgia 30303

INCLUDE A BUNDLED PRINT AND DIGITAL MEDIA BUY TO ENSURE YOU REACH THE GEORGIA VISITOR AT ALL STAGES OF THE PURCHASING PROCESS.

2016 Display Advertising Rates*

Full Page.....	\$17,595
2/3 Page.....	\$15,205
1/2 Page.....	\$12,050
1/3 Page.....	\$8,090
1/4 Page.....	\$5,115
1/6 Page.....	\$4,100
1/12 Page.....	\$2,100

Premium Positions

Back Cover.....	\$28,535
Inside Front Cover.....	\$25,465
Inside Back Cover.....	\$24,220
Page One.....	\$19,355
Masthead.....	\$18,950
TOC.....	\$19,355

*All rates are net and include 4-color. Rates subject to change without notice. Any advertiser may create share pages, however, for this rate, share pages must be contracted and invoiced to one entity.

Advertising Specifications

Final Trim Size: 8" x 10.5"

Spread (with bleed):

16.25" x 10.75"
(keep text .375" from trim edges)

Full Page (with bleed):

8.25" x 10.75"
(keep text .375" from trim edges)

2/3 Page (vertical):

4.625" x 9.5"

1/2 Page (island):

4.625" x 7.125"

1/2 Page (horizontal):

7" x 4.625"

1/3 Page (vertical):

2.25" x 9.5"

1/3 Page (square):

4.625" x 4.625"

1/4 Page:

3.375" x 4.5"

1/6 Page (vertical):

2.25" x 4.625"

1/6 Page (horizontal):

4.625" x 2.125"

1/12 Page:

2.25" x 2.125"

ASK ABOUT OUR CUSTOM DESIGN SERVICES.

PUBLICATION DETAILS

Circulation	Frequency	Size	Publication Date
700,000	Annual	8" x 10.5"	January 2016

CALL NOW TO RESERVE YOUR AD SPACE!

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