



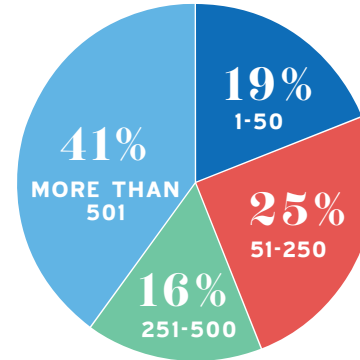
2021 ADVERTISING PLANNER



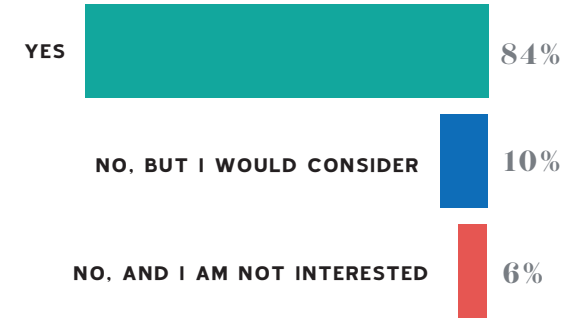
READER PROFILE

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 Select Traveler Conference. It is mailed six times a year to more than 4,500 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.

NUMBER OF TRAVELERS IN TRAVEL PROGRAM



DO YOU PLAN INTERNATIONAL TRIPS?



GROSS PRINT RATES

	6X	3X	1X
Full Page, Color	2,940	3,140	3,300
2/3 Page, Color	2,470	2,580	2,690
Half Page, Color	2,050	2,150	2,250
1/3 Page, Color	1,500	1,580	1,650
1/6 Page, Color	990	1,040	1,090

For Ad Dimensions and Specs See Back Cover

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 Select Traveler and mailed for as little as 50¢/piece.

PRINT & DIGITAL DEADLINES

SPACE: 1st of month prior

MATERIALS: 5th of month prior

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.

2021 EDITORIAL CALENDAR

THE MAGAZINE FOR BANK, ALUMNI AND CHAMBER TRAVEL PLANNERS



IN EVERY ISSUE: • International Travel Feature • Planner Talk Back • Checking In Profiles • Travel Toolbox • Career Corner • Where We've Been

	TRAVEL FOCUS	STATE/REGIONAL	CITY FEATURE	BIG CITY FEATURE	WE'RE KNOWN FOR	SPECIAL SECTIONS	CONFERENCE CONTENT
JANUARY FEBRUARY	Lighthouses	Oklahoma	Myrtle Beach, SC	Minneapolis	Mardi Gras	Rocky Mountains	Conference Preview
MARCH APRIL	Dining Experiences	South Dakota	Colorado Springs, CO	Indianapolis	Museums	The South	Conference Coverage
MAY JUNE	Thriving Downtowns	Tennessee	Napa Valley, CA	Montreal	Beaches	The Midwest	Market Update
JULY AUGUST	Arts & Culture	Kentucky	Charlotte, NC	Seattle	Sports	Cruising	Marquee Directory
SEPTEMBER OCTOBER	Theater	Missouri	Lincoln, NE	New Orleans	Gardens	Coastal Cities	Conference City
NOVEMBER DECEMBER	Resorts	Ohio	Eureka Springs, AR	Boston	Winter	TAP Special Section & International Buyers Guide	Conference Information

MARQUEE INCLUDES THE FOLLOWING:

- Buy a 1/2-Page ad and receive a 1/2-page profile in directory - \$2,050 gross
- Buy a Full-Page ad and receive a Full-Page profile adjacent to your ad - \$2,940 gross



SELECTTRAVELER.COM

CONTACT US

888.253.0455

Kelly@grouptraveller.com

Kyle@grouptraveller.com

AD DIMENSIONS

GROUP
THE
TRAVEL LEADER

select
TRAVELER

GOING ON FAITH
THE MAGAZINE FOR FAITH-BASED TRAVEL PLANNERS

SMALL MARKET MEETINGS

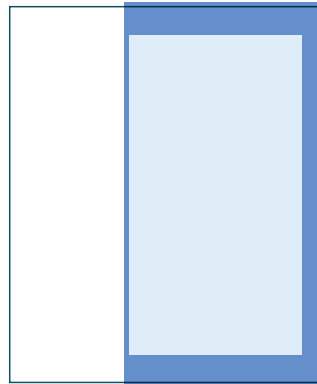
FULL PAGE



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

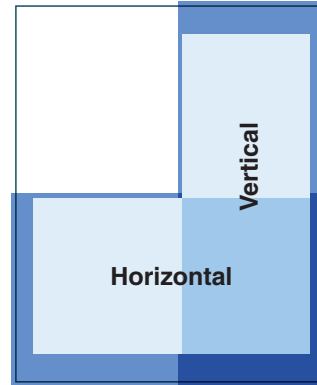
* All photos and text need to stay inside the Trim by 1/4 for all bleed ads

2/3 PAGE



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

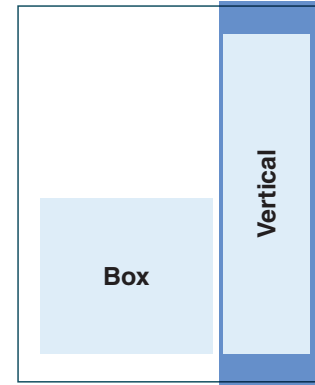
1/2 PAGE



Horizontal
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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"

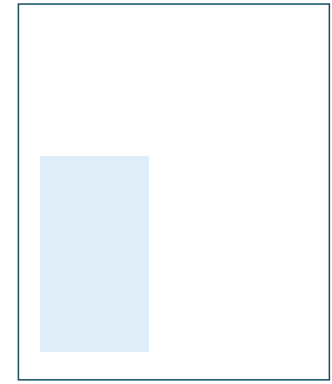
1/3 PAGE



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