



# 2022 ADVERTISING PLANNER



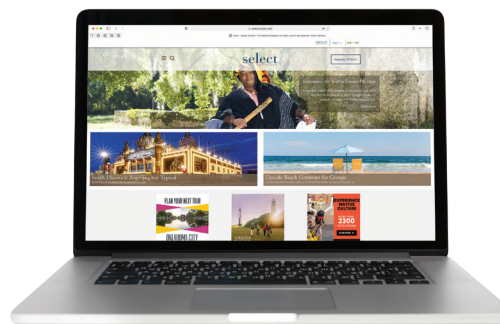
# SELECT TRAVELER



## READER PROFILE

Select Traveler is the national magazine for travel planners for banks, chambers of commerce and alumni associations. Published 6 times per year, it is read in its print and digital formats by more than 8,500 of these upscale groups, including nationally known tour operators who serve this market. These affluent travel programs deliver members who travel as much as 6-8 times per year.

## GROSS DIGITAL RATES & SPECS



### WEBSITE BANNER ADS

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

**LEADERBOARD AD:** \$450

**SPECS:** 1200 x 250 pixels

**SIDE BANNER:** \$350

**SPECS:** 250 x 250 pixels

### 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 **Select Traveler Minute** e-newsletter and on our website for one year in our Travel Stories feature.

## GROSS PRINT RATES

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

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 & DIGITAL DEADLINES

**SPACE:** 1st of month prior

**MATERIALS:** 5th of month prior

## 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 or email for additional information and rates.

## INSERTS/CUSTOM PRINTING

Your preprinted inserts can be polybagged with Select Traveler and mailed for as little as 50¢/piece.

**select**  
TRAVELER

**SELECTTRAVELER.COM**  
**GTL-ADVERTISING.COM**

**CONTACT US**

**888.253.0455**

**Kelly@grouptravelleader.com**

**Kyle@grouptravelleader.com**

# 2022 EDITORIAL CALENDAR

THE MAGAZINE FOR BANK, ALUMNI AND CHAMBER TRAVEL PLANNERS

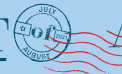
**select**  
TRAVELER

**ISSUE HIGHLIGHTS:** • Conference Connection • Planners Talk Back • Checking In Profiles • Travel Toolbox • Where We've Been

|                      | TRAVEL FOCUS                    | STATE/REGIONAL | CITY FEATURE           | BIG CITY FEATURE  | WE'RE KNOWN FOR   | SPECIAL SECTIONS                                 |
|----------------------|---------------------------------|----------------|------------------------|-------------------|-------------------|--|
| JANUARY<br>FEBRUARY  | Signature Festivals             | Indiana        | Medora, ND             | Columbus, OH      | Shopping          | Mountain Destinations                            |
| MARCH<br>APRIL       | Maritime Attractions            | Texas          | Finger Lakes, NY       | Philadelphia, PA  | Wine              | The South  |
| MAY<br>JUNE          | Culinary Experiences            | Georgia        | Huntsville, AL         | Oklahoma City, OK | Music             | The Midwest                                      |
| JULY<br>AUGUST       | SPIRIT OF AMERICA SPECIAL ISSUE |                |                        |                   |                   |  |
| SEPTEMBER<br>OCTOBER | Western Heritage                | Wisconsin      | Annapolis, MD          | Louisville, KY    | Football Stadiums | Beach Destinations                               |
| NOVEMBER<br>DECEMBER | Cruising                        | Colorado       | St. Tammany Parish, LA | Nashville, TN     | Haunted Hotels    | TAP Special Section & International Buyers Guide |

## SPIRIT OF AMERICA ISSUE 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

**SPIRIT**  **AMERICA**  
TRAVEL PLANNER

**select**  
TRAVELER

SELECTTRAVELER.COM  
GTL-ADVERTISING.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**

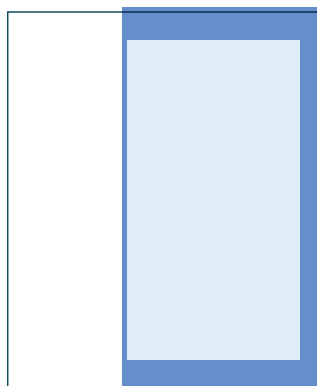
## FULL PAGE



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

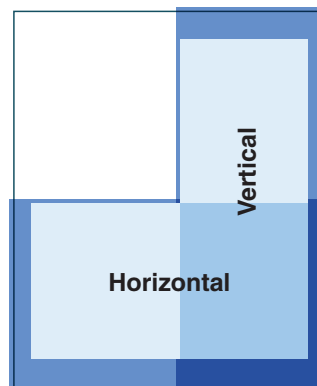
\* All text, logos, etc. need to stay inside the Trim by .25" for all bleed ads

## 2/3 PAGE



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

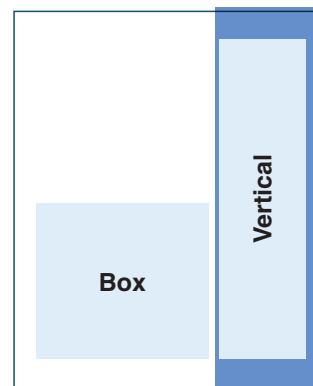
## 1/2 PAGE



**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"

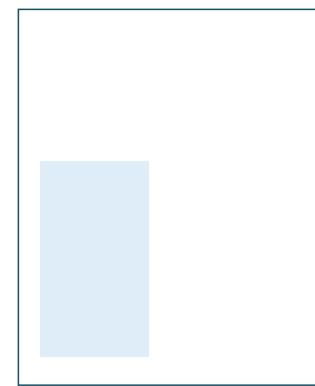
## 1/3 PAGE



**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**

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