



2018 OFFICIAL TENNESSEE VACATION GUIDE



MEDIA KIT

**CONNECT WITH THE MILLIONS OF VISITORS WHO
WILL BE PLANNING TRIPS TO TENNESSEE IN 2018**



The SOUNDTRACK of AMERICA
• MADE IN •

TENNESSEE®

☆☆☆

TNVACATION.COM





MISSION STATEMENT

To motivate travel to and within Tennessee by **inspiring enjoyment**, creating memories, **producing a desire to return**, and establishing key long-term relationships that result in visitors becoming residents.

INSPIRING TRAVEL TO TENNESSEE



Dear Partners,

The Soundtrack of America. Made in Tennessee brand continues to draw attention, leading to record visitation across the state. The economic impact of our industry on the state is at an **all-time high of more than \$18 billion**.

With that in mind, we are pleased to announce a new partnership with Journal Communications Inc. to produce the *Official Tennessee Vacation Guide*, beginning with the 2018 edition.

As Tennessee's exclusive fulfillment piece, the guide is a **primary source for inspiration** delivered to more than 550,000 consumers with readership of more than 1.7 million.

People come to Tennessee for a variety of reasons including the music, but the authenticity and Southern hospitality our communities and partners deliver every day is what sets us apart and keeps people coming back.

- Kevin Triplett, Commissioner

“We know who we are. Real. Genuine. Authentic. In these times, travelers are searching – in cases begging – for something real.”

- Commissioner Kevin Triplett, Tennessee Department of Tourist Development

A REIMAGINED VACATION GUIDE!

The Vacation Guide will have a fresh, new look and a newsstand magazine feel for 2018. Highlights include:

- Bold, new design aligned with tnvacation.com
- New rich media enhancements available in the digital guide
- Experiential photography and editorial
- New Sponsored Attractions section



TOTAL ECONOMIC IMPACT OF TENNESSEE TOURISM

THE VACATION GUIDE MOTIVATES VISITORS TO STAY 1.9 DAYS LONGER ON AVERAGE.

87 PERCENT

of undecided visitors report the Tennessee Vacation Guide as influential in their decision to visit the state.

MADE IN TENNESSEE



The 2018 Tennessee Vacation Guide is published by Journal Communications Inc., a custom media company in Franklin, Tenn. With Alex Haley as one of our founders, we have **strong "Roots" in Tennessee** and a deep, working knowledge of the state's tourism industry. Our travel publishing work has been honored twice with the prestigious Mercury Award, and we serve as publisher for the state's largest-circulation magazine, *Tennessee Home & Farm*.

Meet our experienced advertising sales team, who can **craft a custom program** for your brand to maximize your reach to potential visitors.

WEST

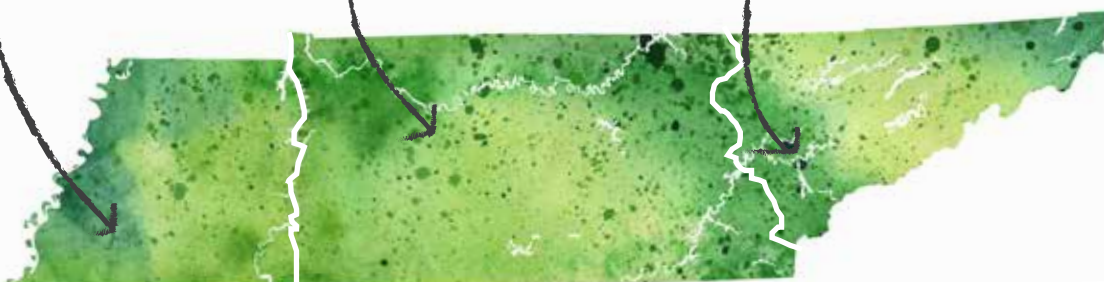
Deshaun Goodrich
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dgoodrich@jnlcom.com

MIDDLE/SOUTHEAST

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(615) 218-8271
mstafford@jnlcom.com

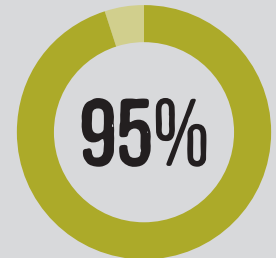
EAST

Will Zanetis
(615) 668-1207
wzanetis@jnlcom.com



TARGETING LEISURE TRAVELERS

The Tennessee Vacation Guide is the state's primary fulfillment piece provided to travelers interested in visiting the state. The leisure traveler represents 80% of the visitors coming to Tennessee, and remains the top audience target for the annual Vacation Guide.



95% of visitors from our primary feeder markets drive to Tennessee.

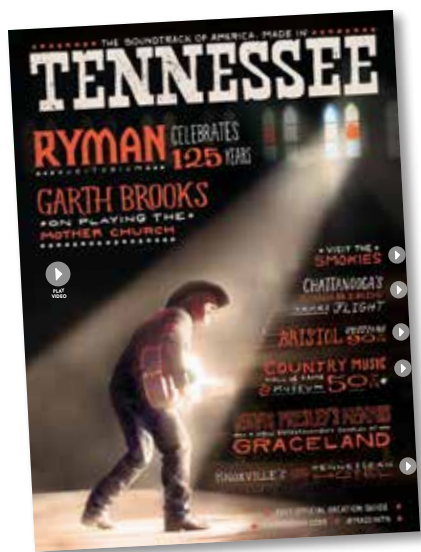
Average length of stay for leisure visitors is

2.24 DAYS



50.3% OF LEISURE TRAVELERS USE PRINT RESOURCES TO ASSIST WITH TRAVEL RESEARCH AND PLANNING.

REACH TRAVELERS THROUGH PRINT AND DIGITAL



PRINT GUIDE

The 2018 guide will use bold, authentic imagery and real stories about Tennessee travel to encourage travelers to create their own experiences.

With a reduced focus on listings, the guide format offers **new advertising placements and sponsored attractions content blocks** – all designed to better showcase your brand and inspire travel to your destination.

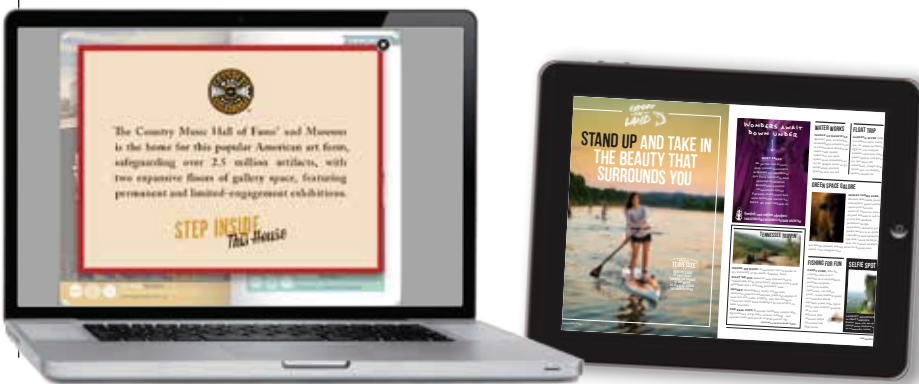
DIGITAL GUIDE

Your print ad is included with live links in the digital guide, optimized for desktop, mobile and tablet devices. Consider these enhancements to amplify your exposure:

ADVERTISER INFO POP-UPS expand your display ad creative in the digital guide. Users will click/tap a button for a **pop-up box**, which can be used to add more information about your brand.

ADVERTISER VIDEO increases engagement with your ad. A video play button will be added to your ad in the digital guide. When tapped/clicked, the **video expands to play over your ad**, then returns the reader back to your ad when complete.

ADVERTISER SLIDESHOW allows you to engage customers and enhance your ad in the digital guide with a slideshow. A slideshow play button will be added to your ad in the digital guide. The **slideshow will pop up** and then return the reader back to the same ad in the guide when it is complete.



ADDED VALUE READER RESPONSE SERVICE

The guide's Reader Response Program provides quick, qualified and accurate leads. It allows visitors to request information from advertisers in three ways:

- Mail the reader response page
- Fax the reader response page
- Submit information online

DISTRIBUTION HIGHLIGHTS

Distribution of more than

600,000

550,000+
printed guides

51,000
digital views

Potential visitors can:

- View online at tnvacation.com
- Order via 1-800-GO2-TENN or from tnvacation.com
- Pick up the guide at any of the **16 welcome centers**, visited by **13 million visitors** annually
- Pick up a copy at consumer travel and group trade shows

2018 DISPLAY ADVERTISING RATES

SIZE + POSITION	READER RESPONSE	LINK FROM AD IN DIGITAL GUIDE	FREE DIGITAL INFO POP-UP (OR) VIDEO	ANNUAL PACKAGE
Opening Two-Page Spread	✓	✓	✓	\$48,785
Inside Front Cover	✓	✓	✓	\$29,130
Page One (Facing Inside Front Cover)	✓	✓	✓	\$29,130
Facing Inside Back Cover	✓	✓	✓	\$29,130
Inside Back Cover	✓	✓	✓	\$29,130
Back Cover	✓	✓	✓	\$26,520
Facing Table of Contents (Full Page) - two available	✓	✓	✓	\$26,520
Facing Welcome Letter (Full Page)	✓	✓	✓	\$26,520
Facing Online TOC (Full Page)	✓	✓	✓	\$26,520
Region Intro Sponsor West, Middle East (Full Page)	✓	✓	✓	\$26,520
Two-Page Spread Print Placement in Forward Features	✓	✓	✓	\$40,570 (\$46,665)
Full Page Print Placement in Forward Features	✓	✓	✓	\$21,210 (\$24,395)
2/3 Page (Vertical)	✓	✓	✓	\$17,520
1/2 Page (Horizontal)	✓	✓	✓	\$14,150
1/3 Page (Horizontal & Vertical)	✓	✓		\$10,090
1/6 Page (Vertical)	✓	✓		\$5,810
1/12 Page (Square)	✓	✓		\$3,610

Digital Enhancement Add-Ons:

+ Video or info pop-up: \$1,000

+ Slideshow - \$1,500

PREMIUM DIGITAL EXPOSURE ON TNVACATION.COM

New! Advertising opportunities on tnvacation.com offer **high-impact visibility** for your partner page and external website. Inventory is limited; let us reserve your 2017-2018 advertising exposure today!

2016 TRAFFIC TO TNVACATION.COM

3.03 M

Sessions

2:04

Session duration

6.71 M

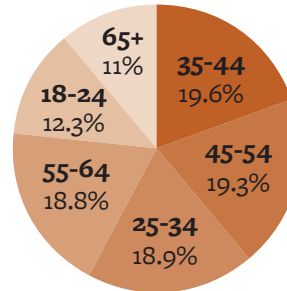
Pageviews

64%

Access the site on mobile

TNVACATION.COM DEMOGRAPHICS

AGE BREAKDOWN

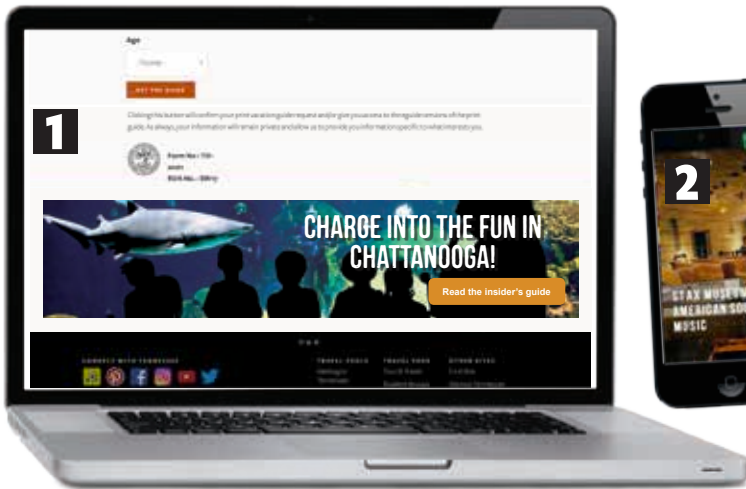


82%

NEW USERS

62.2% FEMALE

37.8% MALE



1 BILLBOARD

Place your high-impact display ad on prominent pages within tnvacation.com.

- Available on the Homepage, Request a Guide pages, or Run of Site
- Ad size: 970 x 250 @ 72 dpi
- Max three months campaign per calendar year

2 SPONSORED LINK

Integrate a link to your partner page or external website from tnvacation.com's region and featured city pages.

- Available on the Homepage, Region, or Featured City pages
- Requires a high-quality image and engaging call-to-action
- Max three months campaign per calendar year per category

3 BOOST

Ensure your partner page is promoted on the top row of filtered results within Trip Planner.

- First row placement
- One row per category per Featured City available
- Max three months campaign per calendar year

PRICING

HOMEPAGE: \$2,500/MONTH

REQUEST A GUIDE PAGES: \$1,750/MONTH

RUN OF SITE: \$1,250/MONTH

PRICING

HOMEPAGE: \$1,000/MONTH

REGION: \$500/MONTH

FEATURED CITY: \$500/MONTH

ASK US TO CRAFT YOUR CUSTOM EXPOSURE IN THIS SECTION OF THE SITE!

SUBMISSION GUIDELINES

PRINT AD SPECIFICATIONS

PRINT AD SIZE	BLEED	TRIM	LIVE AREA
Two-Page Spread	15.75" w x 10.75" h	15.5" w x 10.5" h	15" w x 10" h (.25" gutter on each side)
Back Cover	8" w x 8.125" h	7.75" w x 8" h	7.25" w x 7.75" h (doesn't trim on top)
Full Page	8" w x 10.75" h	7.75" w x 10.5" h	7.25" w x 10" h
2/3 Page Vertical	5.1875" w x 10.75" h	4.9375" w x 10.5" h	4.1875" w x 9.75" h
1/2 Page Horizontal	(no bleed)	(no trim)	6.75" w x 4.5" h
1/3 Page Horizontal	(no bleed)	(no trim)	4.4375" w x 4.5" h
1/3 Page Vertical	(no bleed)	(no trim)	2.125" w x 9.5" h
1/6 Page (Vertical)	(no bleed)	(no trim)	2.125" w x 4.5" h
1/12 Page (Square)	(no bleed)	(no trim)	2.125" w x 2.25" h

* Co-op ads should be reduced by 5 percent in size to allow room for top banner (size: 1.125" h; live area: 1" h)

PRINT AD REQUIREMENTS

CMYK, high-resolution (300 dpi) PDF

SEND YOUR FILES TO JOURNAL COMMUNICATIONS

AD RESOURCE CENTER:

jnlcom.com/tvg

- Upload your print and added value materials.

Questions? Contact your sales representative or email ads@jnlcom.com.

FTP:

<http://jnlcom.com/ftp>

Username: ads

Password: client

Upload files and complete the contact information form. Once files are uploaded, a message indicating a successful transfer will be posted.

Detailed FTP instructions are available from your sales rep.

EMAIL:

Email files to ads@jnlcom.com

- Please include your business name, magazine name (TVG) and ad size in your email message.

SUPPLIED FILES POLICY

For submitted files, our free services include checking advertiser- and/or agency-submitted files to ensure they meet our specifications for guide printing. Journal Communications is not responsible for enhancing your digital files or proofreading for spelling and grammatical errors.

If files deviate from the size or specifications on the submission guidelines form, the files must be resubmitted. Please proof your ad carefully before submission. Resubmitted files will be subject to a \$50 processing fee.

We do not provide a proof for ads we did not produce. It is understood that the files are set up as the advertiser intended and were approved prior to submission.

Any extra charges incurred by Journal Communications due to problems with supplied files will be billed to the advertiser with a detailed explanation of the problem.

DIGITAL GUIDE ENHANCEMENTS

ADVERTISER INFO POP-UPS

- Finished size: 600 x 450 pixels
- Graphic in .jpg or .png format at 72 dpi
- Maximum file size 50K
- Body text maximum of 525 characters (including spaces and punctuation)

VIDEO:

Submit a Vimeo or YouTube URL

- Suggested length :30 seconds
- Permissions must allow the public to view the video at this link (no login or password required)
- May not feature any third-party advertising before the advertiser's video plays

SLIDESHOW

- Advertiser provides up to five images
- Finished size for each image: 600 x 450 pixels
- Graphic in .jpg or .png format at 72 dpi
- Maximum file size 50K per image

IMPORTANT DATES

- **9/1/17** Space Reservation Deadline
- **9/8/17** Materials Deadline
- **1/15/18 (on or before)** Print and Digital Guides Publish