



The SOUNDTRACK of AMERICA  
• MADE IN •  
**TENNESSEE**  
☆☆☆  
TNVACATION.COM



**MEDIA KIT**

**2019**



☆☆☆☆☆☆ THE SOUNDTRACK OF AMERICA. MADE IN ☆☆☆☆☆

# TENNESSEE

OFFICIAL TENNESSEE VACATION GUIDE

☆☆☆☆





# MADE IN TENNESSEE

## 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 *Official Tennessee Vacation Guide* continues to serve as one of our top tools to promote travel to our state. Through the bold images and content inside, it is designed to pique interest and inspire readers to delve deeper into what we offer.

Printed and online, more than 550,000 guides are delivered to potential visitors, with an estimated reach of 1.7 million.

All, of course, is tied to our brand.

The Soundtrack of America. Made in Tennessee. campaign resonates with the audience, delivering a 19:1 return on investment.

Meanwhile, the economic impact of our industry continues to break records at more than \$19 billion.

Travelers come to Tennessee for a variety of reasons including the music, outdoors and great barbecue. When they get here, they experience our authenticity and Southern hospitality delivered every day by you, our partners in the tourism industry.

All of that is what keeps them coming back to Tennessee.

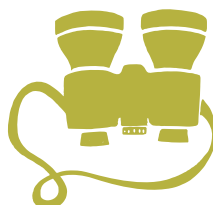
Thank you for the role you play in that success.

– Kevin Triplett, Commissioner



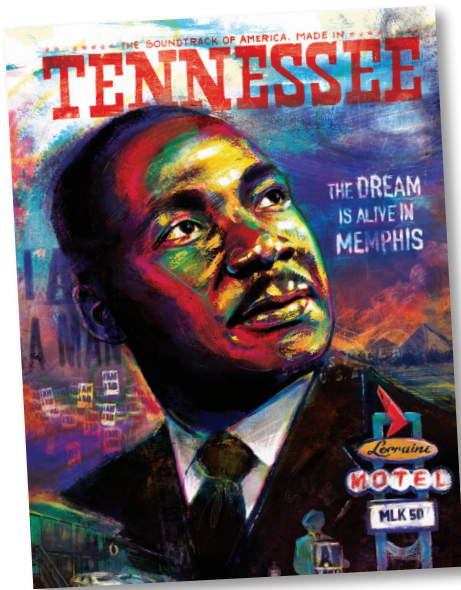
Distribution of more than  
**600,000**

**550,000**  
**PRINTED GUIDES**  
+  
**51,000**  
**DIGITAL VIEWS**



### Potential visitors can:

- View, order or download online at [tnvacation.com](http://tnvacation.com)
- Order via 1-800-GO2-TENN
- Pick up the guide at any of the 16 welcome centers, visited by 14 million visitors annually
- Pick up a copy at consumer travel and group trade shows
- Pick up at select CVBs and attractions

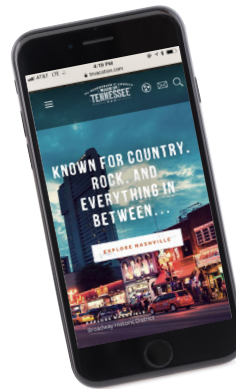


## PRINT GUIDE

The 2019 guide will continue to use bright, authentic imagery and real stories about Tennessee travel to encourage readers 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.

## Reach travelers through print and digital exposure



## DIGITAL GUIDE

Your print ad is included as a live link in the responsive digital guide, which is optimized for mobile, tablets, and desktops. Consider these enhancements to amplify your exposure:

**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.

**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.

**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

The guide's Reader Response Program provides quick, qualified and accurate leads. It allows visitors to request information from advertisers by mailing the reader response page or by requesting information online at [tnvacation.com/reader](http://tnvacation.com/reader)

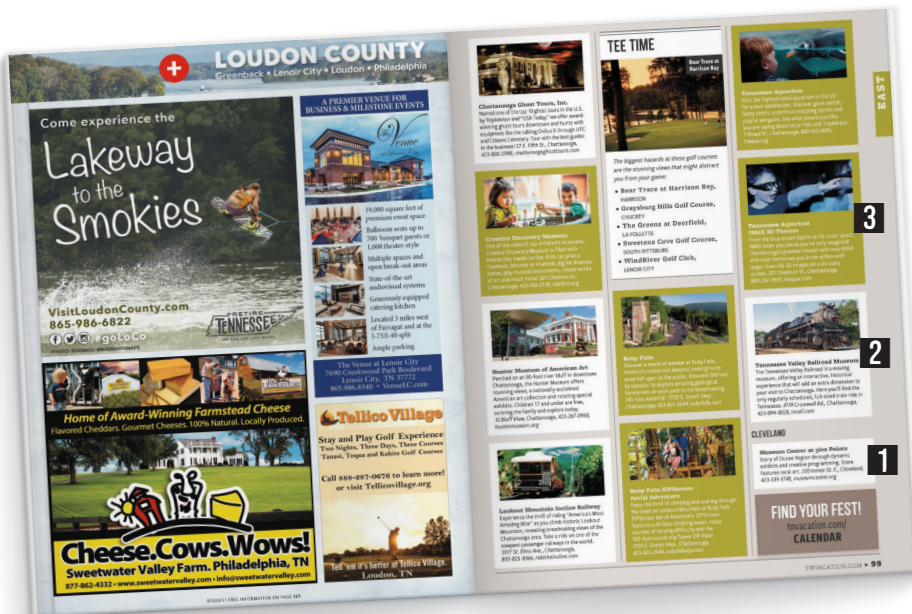
### TARGETING LEISURE TRAVELERS

The leisure traveler represents 80% of the visitors coming to Tennessee, and remains the top audience target for the annual Vacation Guide.

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

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





## SPONSORED ATTRACTIONS

Help visitors plan their trip with detailed information about your attraction. Organized by region and **integrated with guide content**, the Sponsored Attractions section will inspire readers to include your destination on their next trip.

**Museum Center at five Points**  
Story of Ocoee Region through dynamic exhibits and creative programming. Store features local art. 200 Inman St. E., Cleveland, 423-339-5745, [museumcenter.org](http://museumcenter.org)

**Hunter Museum of American Art**  
Perched on an 80-foot river bluff in downtown Chattanooga, the Hunter Museum offers stunning views, a nationally acclaimed American art collection and rotating special exhibits. Children 17 and under are free, so bring the family and explore today. 10 Bluff View, Chattanooga, 423-267-0968, [huntermuseum.org](http://huntermuseum.org)

**Tennessee Aquarium**  
Visit the highest-rated aquarium in the US for visitor satisfaction. Discover giant catfish, feisty otters, enormous snapping turtles and playful penguins. See what people just like you are saying about us on Yelp and TripAdvisor. 1 Broad St., Chattanooga, 800-262-0695, [tnaqua.org](http://tnaqua.org)

### 1 SPONSORED ATTRACTION \$95

- Description up to 250 characters
- Attraction name, address, phone number and URL

### 2 SPONSORED ATTRACTION + PHOTO ENHANCEMENT \$500

- Description up to 250 characters
- Attraction name, address, phone number and URL
- plus photo 2" x 1" @ 300 dpi

### 3 HIGHLIGHTED SPONSORED ATTRACTION \$1,000

- Description up to 250 characters
- Attraction name, address, phone number and URL
- plus photo 2" x 1" @ 300 dpi
- Shaded



The 2019 *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.



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