

★ ★ ★ ★ ★ THE SOUNDTRACK OF AMERICA. MADE IN ★ ★ ★ ★ ★

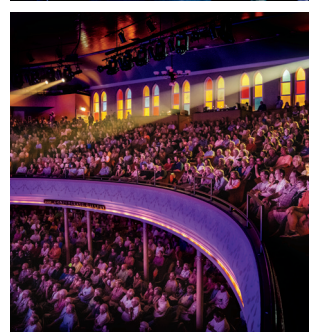
TENNESSEE

★ ★ ★ ★ ★ OFFICIAL TENNESSEE VACATION GUIDE ★ ★ ★ ★ ★



MEDIA KIT

2020



INSPIRING TRAVEL TO TENNESSEE



TARGETING LEISURE TRAVELERS

The leisure traveler remains the top audience target for the annual Vacation Guide.

82.7% OF U.S.
HOUSEHOLDS TAKE
AT LEAST ONE
OVERNIGHT LEISURE
TRIP ANNUALLY.

113.6 MILLION
VISITORS CAME
TO TENNESSEE
IN 2017.

48.6%
OF LEISURE
TRAVELERS USE
PRINT RESOURCES
TO ASSIST WITH
TRAVEL RESEARCH
AND PLANNING.

Sources: SWARInsights; TTDD Annual Report; State of the American Traveler

Dear Partners,

Tourism in Tennessee is thriving. *The Official Tennessee Vacation Guide* is a testament to our state's unsurpassed scenic beauty, family experiences, creative spirit, music, culinary excellence and history. Designed to inspire travel to Tennessee, the guide reaches more than 500,000 visitors annually through print and digital editions.

We want visitors to dream big and experience first-hand The Soundtrack of America. Made in Tennessee. We know once they come, they'll keep coming back because of the incredible Southern hospitality our industry delivers.

Because of your hard work, **tourism remains the No. 2 industry in the state.** In 2017, we delivered more than \$20 billion in economic impact, and our unprecedented growth is beating the national average. Tennessee is also the fastest-growing state in the country for international travel.

This guide remains one of our **top tools to showcase the magic of Tennessee**, and keep travelers coming back year after year. Because, after all, tourism is good business.

Thank you for your continued partnership in making tourism a success.

— Mark Ezell, Commissioner

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.

PRINT GUIDE



The 2020 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 **targeted advertising placements and sponsored content** – all designed to better showcase your brand and inspire travel to your destination.

The guide format starts with statewide feature content, then splits into the three grand divisions of Tennessee. Each regional section features location-specific stories and photography, travel resources, events and featured listings.

NEW FOR 2020!

The 2020 guide offers new advertising opportunities for sponsored events, accommodations and featured content. See following pages for more information.

DIGITAL GUIDE

Your print ad is included as a live link in the responsive digital guide, which is optimized for mobile, tablets and desktops. The digital guide is promoted through tnvacation.com and is **the top page overall for website traffic**.

INFO POP-UP

An info pop-up expands 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.

\$1,000

VIDEO

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.

\$1,000

SLIDESHOW

A 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.

\$1,500

Consider these enhancements to amplify your exposure!



GUIDE DISTRIBUTION

Potential visitors can:

- View, order or download online at 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

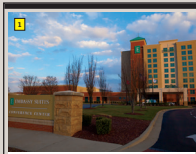


ADDED VALUE! READER RESPONSE

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

FEATURED CONTENT OPTIONS

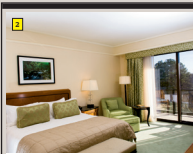
FIND THE PERFECT PLACE TO RELAX



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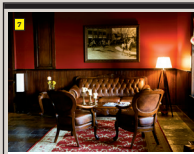
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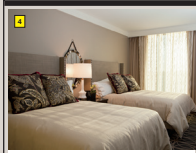
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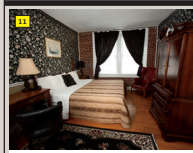
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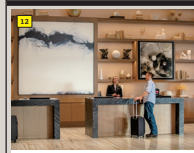
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123-456-7890
urlgoeshere.com

NEW FOR 2020! FEATURED ACCOMMODATIONS

Stand out to visitors planning their trip as a Featured Accommodation. Organized with similar unique places to stay around the state, your property will be featured on a specially designed spread and highlighted as a “must-stay” accommodation for visitors coming to Tennessee. **Spaces are limited.**

\$4,500

- Description up to 40 words of copy (275 characters)
- Accommodation name, address, phone number and web address
- Photo 3” wide x2” high at 300 dpi resolution

The Featured Accommodations spread has premium placement in the front half of the vacation guide, before the regional sections.

EVENTS

WEST

From the Tennessee River to the Mighty Mississippi, festivals abound in West Tennessee. Discover dozens of exciting events in this region, including food festivals, musical entertainment and holiday celebrations.

JANUARY

January 10 • Memphis • THE PEABODY MEMPHIS 150TH ANNIVERSARY The hotel opened its doors to great fanfare in 1869. On Friday afternoon, the first major record contract in the lobby and blues musician created influential recordings here. To celebrate the anniversary, there will be special offers all week. tvmemphis.com

January 11 • Memphis • ELVIS PRESLEY'S BIRTHDAY CELEBRATION Elvis Presley has gone to celebrate what would have been the 81st birthday of rock 'n' roll's first king, including enjoying a great birthday cake. 901313322.guestlist.com

January 11 • Memphis • FIRST DAY HIKE AT REEFERS PARK Kick off the new year with a hike and

FEBRUARY

February 13 • In Franklin • REEFERS PARK STATE RACE Get out there and enjoy the national bird watching season. This family-friendly festival features two-hour expert tours and a variety of interpretive programs. 731-251-7625

February 14 • In Memphis • CHOCOLATE TOUR Just in time for Valentine's Day, take a tour around Centennial's Historic Square with sampling chocolate and desserts from local shops. 601-676-1121



One Time Memphis and Father's Day Holiday

MARCH

March 19 • In Memphis • TENNESSEE RING BATTLE The Blues Foundation's

APRIL

April 4 • In Memphis • AFRICA IN APRIL This annual cultural celebration highlights a different country

MAY

May 1 • In Memphis • MEMPHIS 150TH ANNIVERSARY Celebrate the nation's 150th birthday with a parade, live music, a car show, a motorcycle rally and more. 731-541-7474

JUNE

June 1 • In Memphis • ELVIS PRESLEY'S BIRTHDAY CELEBRATION Celebrate the nation's 81st birthday with a parade, live music, a car show, a motorcycle rally and more. 731-541-7474

MAY

May 17 • In Memphis • FREE CONCERT Series of free concerts in the city for more than 250 live musical acts. 731-541-7474

JUNE

June 1 • In Memphis • ELVIS PRESLEY'S BIRTHDAY CELEBRATION Celebrate the nation's 81st birthday with a parade, live music, a car show, a motorcycle rally and more. 731-541-7474

JULY

July 3 • In Memphis • DAY CELEBRATION Celebrate the nation's birthday with a parade, live music, a car show, a motorcycle rally and more. 731-541-7474

AUGUST

August 1 • In Memphis • ELVIS PRESLEY'S BIRTHDAY CELEBRATION Celebrate the nation's 81st birthday with a parade, live music, a car show, a motorcycle rally and more. 731-541-7474

SEPTEMBER

September 1 • In Memphis • ELVIS PRESLEY'S BIRTHDAY CELEBRATION Celebrate the nation's 81st birthday with a parade, live music, a car show, a motorcycle rally and more. 731-541-7474

OCTOBER

October 1 • In Memphis • ELVIS PRESLEY'S BIRTHDAY CELEBRATION Celebrate the nation's 81st birthday with a parade, live music, a car show, a motorcycle rally and more. 731-541-7474

NOVEMBER

November 1 • In Memphis • ELVIS PRESLEY'S BIRTHDAY CELEBRATION Celebrate the nation's 81st birthday with a parade, live music, a car show, a motorcycle rally and more. 731-541-7474

DECEMBER

December 1 • In Memphis • ELVIS PRESLEY'S BIRTHDAY CELEBRATION Celebrate the nation's 81st birthday with a parade, live music, a car show, a motorcycle rally and more. 731-541-7474

NEW FOR 2020! FEATURED EVENTS

Make your event stand out in the Vacation Guide!

Visitors planning their trip will be drawn to your highlighted information when deciding what time of year to come and what part of the state to visit.

► **January-December in Memphis THE PEABODY MEMPHIS 150TH ANNIVERSARY** The hotel opened its doors to great fanfare in 1869. Elvis Presley signed his first major record contract in the lobby and blues musicians created influential recordings here. To celebrate the anniversary, there will be special offers and events. peabodymemphis.com

\$500
The descriptions supplied by TDTD will be sent to Featured Events advertisers for approval prior to publication.

FEATURED ATTRACTIONS

Showcase your best attractions in the Vacation Guide, by providing visitors with detailed information about your attraction.

Featured Attractions are **organized by region** and **integrated with guide content**, and each includes contact information and descriptive copy about your attraction.

CHATTANOOGA

The Battles of Chattanooga
Visit the site of the Battle of Chattanooga in a digital panoramic experience using the latest technology to share the greatest triumph in our history.

SHOP OFFICIAL TENNESSEE MERCHANDISE
TVMACON.SHOP.COLORTESTMERC.COM

Chattanooga Zoo
Jaguar, red panda, cheetahs and more!
Discover the world's largest zoo in the heart of the city.

Lookout Mountain Scenic Railway
Experience the thrill of riding America's Most Scenic Railway on a historic steam locomotive.

Chattanooga Dukes
Adventure aboard restored WWII landing craft built for D-Day invasion.

Creative Discovery Museum
One of the nation's top children's museums, Creative Discovery Museum is filled with interactive, hands-on fun.

Chattanooga Glass Works
Experience the art of glassmaking in the heart of the city.

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.

EAST

Chattanooga Dukes
Adventure aboard restored WWII landing craft built for D-Day invasion. Tour the Tennessee River for unforgettable views of the Chattanooga River and Maclennan Island. Learn the history of the famous DUKW, Chattanooga and Cherokee. Expert U.S. Coast Guard licensed captain guide. 503 Market St., Chattanooga, 423-756-3825, chattanoogadukes.com



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 Hunter Way, Chattanooga, 423-267-0968, huntermuseum.org



Ruby Falls ZIPStream Aerial Adventure
Get your adrenaline pumping as you soar above the trees on Ruby Falls ZIPStream Aerial Adventure - featuring a 400-foot climbing tower with five routes of varying difficulty and 700 feet of rushing ziplines with amazing views of the Tennessee Valley! 1720 S. Scenic Hwy., Chattanooga, 423-821-2544, rubyfallszip.com

1 FEATURED ATTRACTION

- \$95**
- Description up to 250 characters
 - Attraction name, address, phone number and web address

2 FEATURED ATTRACTION + PHOTO ENHANCEMENT

- \$500**
- Description up to 250 characters
 - Attraction name, address, phone number and web address
 - PLUS: Photo 2" wide x 1" high at 300 dpi resolution

3 HIGHLIGHTED FEATURED ATTRACTION

- \$1,000**
- Description up to 250 characters
 - Attraction name, address, phone number and web address
 - PLUS: Photo 2" wide x 1" high at 300 dpi resolution
 - PLUS: Shaded background in section's accent color

FEATURED CONTENT OPTIONS

NEW FOR 2020! SPONSORED CONTENT PACKAGE

Tell the story of your destination through a **full-page sponsored article** written and designed in the overall tone and style of the guide. Included with the custom article in print, you will receive a **full-page ad adjacent to the article, as well as a Partner Spotlight on tnvacation.com.**

This package combines the best of our print and online resources to showcase your attraction.

Your sponsored content story can focus on what makes your attraction unique, an overview of your destination, a milestone anniversary, a new development at your venue or another topic that **showcases your involvement within the tourism industry** or the state of Tennessee.

You will select the topic in collaboration with our editorial team and your sales representative. We'll work with you to ensure the article has **credible third-party authenticity** and maximum readability and interest.

The complete package includes these high-value items:

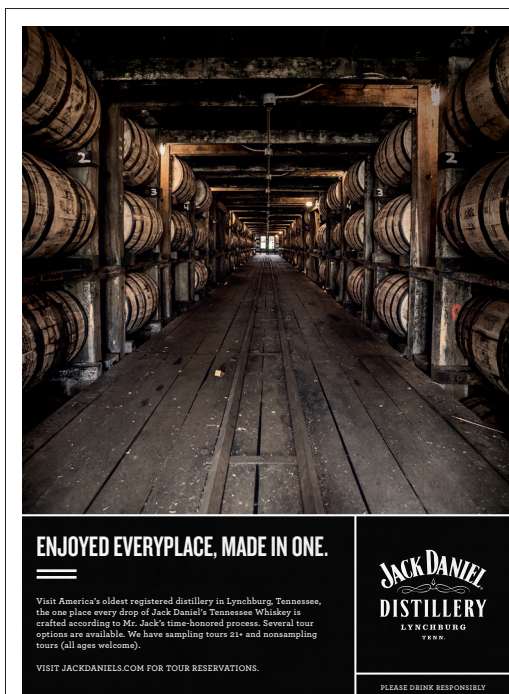
- Full-page print ad (submitted by advertiser)
- Full-page print sponsored article with 1-2 photos adjacent to your print ad
- Partner Spotlight online sponsored article on tnvacation.com

\$46,385



ONLINE

PRINT



In addition to your print content, the online article garners a full year of trackable exposure on tnvacation.com.

DISPLAY ADVERTISING POSITIONS

Promote your destination, attraction or business through our display advertising programs. Premium positions are available in the front features section of the guide, or choose to be located in your regional section.

SIZE + POSITION	READER RESPONSE	LINK FROM AD IN DIGITAL GUIDE	FREE DIGITAL INFO POP-UP (OR) VIDEO
Opening Two-Page Spread	✓	✓	✓
Inside Front Cover	✓	✓	✓
Page One (Facing Inside Front Cover)	✓	✓	✓
Facing Inside Back Cover	✓	✓	✓
Inside Back Cover	✓	✓	✓
Back Cover	✓	✓	✓
Facing Table of Contents (Full Page) - Two Available	✓	✓	✓
Facing Welcome Letter (Full Page)	✓	✓	✓
Facing Online TOC (Full Page)	✓	✓	✓
Region Intro Sponsor West, Middle, East (Full Page)	✓	✓	✓
Two-Page Spread Print Placement in Forward Features	✓	✓	✓
Full Page Print Placement in Forward Features	✓	✓	✓
2/3 Page (Vertical)	✓	✓	✓
1/2 Page (Horizontal)	✓	✓	✓
1/3 Page (Horizontal & Vertical)	✓	✓	
1/6 Page (Vertical)	✓	✓	
1/12 Page (Square)	✓	✓	
DIGITAL ENHANCEMENT ADD-ONS	+ Video or info pop-up: \$1,000	+ Slideshow: \$1,500	

IMPORTANT DATES TO KEEP IN MIND

AUGUST 30, 2019

Ad Reservation Deadline

SEPTEMBER 13, 2019

Featured Attractions,
Visitor Services and
Accommodations Content Due

JANUARY 2020

Print and Digital Guides Publish



 **JOURNAL
COMMUNICATIONS**
TRAVEL PUBLISHING

The *2020 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.

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

WEST

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dgoodrich@jnlcom.com

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mstafford@jnlcom.com

EAST

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

