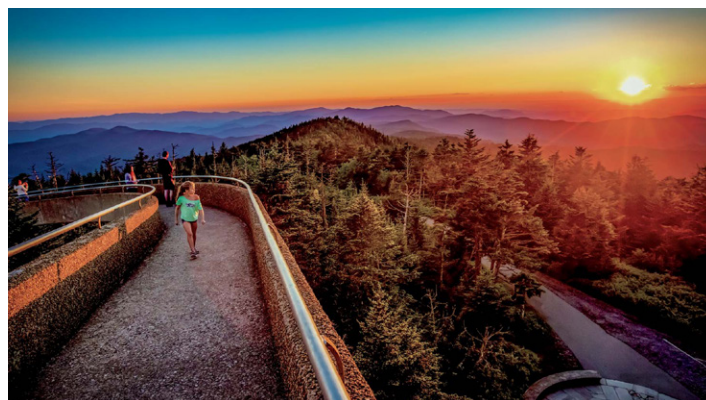


★ ★ ★ ★ ★ ★ ★ ★ THE SOUNDTRACK OF AMERICA. MADE IN ★ ★ ★ ★ ★ ★ ★ ★

TENNESSEE

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



2021

MEDIA
KIT



INSPIRING TRAVEL TO TENNESSEE



“We are ready. Our businesses and attractions are ready. I encourage travelers to safely explore, support local businesses and attractions, create family memories, discover outdoor scenic beauty, take road trips, and explore rural destinations and hidden gems that make Tennessee a world-renowned destination.”

- Mark Ezell, Commissioner



CREATING TRAVEL EXPERIENCES IN 2021

The *Official Tennessee Vacation Guide* remains one of the **top tools to showcase** the magic of our state.

Outdoor adventures, rural America, family trips, scenic spots and piling in the car for a road trip align perfectly with **Tennessee’s many unique destinations and attractions.**

While travel may look a bit different than in previous years, people are still eager to experience the **beauty of our state**, see family and friends and make memories that will last a lifetime.

You won’t want to miss an opportunity to **get in front of those potential visitors** by being a part of the annual Vacation Guide.

PRINT GUIDE

Inspirational articles and photography remain the core of the *Official Tennessee Vacation Guide* content strategy.

2021 creates an opportunity to **reintroduce travelers to Tennessee**, highlighting the destinations, attractions and lodging that align with potential visitors' needs.

The Vacation Guide format starts with statewide feature content, then **splits into the three grand divisions** of Tennessee. Each regional section features location-specific stories, captivating photography and featured attractions.

This guide format offers **targeted advertising placements and sponsored content** – all designed to better showcase your brand and inspire travel to your destination.



BY THE NUMBERS

500,000 print Vacation Guides

All **95 counties** represented in guide content

TRAVEL TREND

Road Trips are predicted to be the top method for travel in 2021 – and an important content theme for the guide.

U.S. Travel Association, Destination Analysts

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 more than 15 million visitors annually
- 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

DIGITAL GUIDE

Your print ad is included as a live link to your designated URL in the responsive Digital Guide, which is **optimized for mobile, tablets and desktops**. The Digital Guide is promoted through tnvacation.com and both paid and organic social promotion.

DIGITAL GUIDE HIGHLIGHTS

130K sessions

1.64M pageviews

Top page for website traffic on tnvacation.com



TELL YOUR STORY THROUGH

Tell the story of your destination through a **sponsored article or listicle** written and designed in the overall tone and style of the guide. Your article will be included in the print guide, and also published and promoted on **tnvacation.com**.

Sponsored Content combines the best of our print and online resources to showcase your destination or 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 with 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.

PREMIUM SPONSORED CONTENT SPREAD:

Our highest-impact package includes:

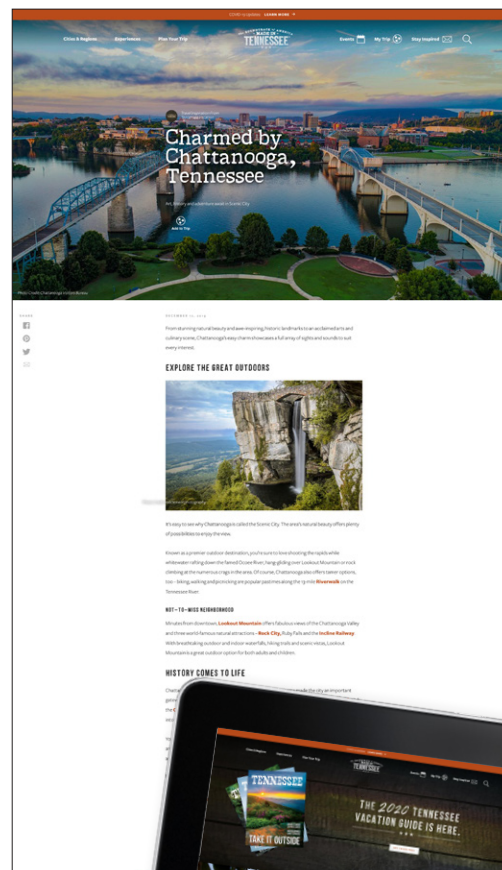
- Premium placement within the front 1/3 of the print and digital guide
- Full-page print ad (submitted by advertiser)
- Full-page print sponsored article with 1-2 photos adjacent to your print ad
- Partner Spotlight online sponsored article on **tnvacation.com**

\$41,775

PRINT



ONLINE



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

SPONSORED CONTENT

FULL-PAGE SPONSORED CONTENT

- Full-page print sponsored article with 1-2 photos
- Print placement adjacent to similar content
- Destination/Attraction Spotlight online sponsored article on tnvacation.com

\$21,035

HALF-PAGE SPONSORED CONTENT

- Half-page sponsored article or listicle with one photo
- Print placement within regional section Featured Attractions
- Destination/Attraction Spotlight online sponsored article on tnvacation.com, expanded from print article

\$14,920

THIRD-PAGE SPONSORED CONTENT

- 1/3-page sponsored listicle with one photo
- Print placement within regional section Featured Attractions
- Destination/Attraction Spotlight online sponsored article on tnvacation.com, expanded from print article

\$11,060



Hardin County Convention & Visitors Bureau
Hardin County is packed with Southern charm, endless year-round activities ranging from fishing to boating, summer fireworks to Christmas festivals. Visit Pickwick Landing State Park, Shiloh Battlefield and enjoy catfish and cannonballs of fun! 495 Main St., Savannah, 800-552-3866, tourhardincounty.org

Henderson County Chamber of Commerce
Welcome to Henderson County offering seven beautiful lakes, the walking trails at Parker's Crossroads, lush farmland and Tennessee's largest state park, Natchez Trace. We invite you to visit and hope you eventually can call this your home. 149 Eastern Shores Dr., Lexington, 731-968-2126, hctn.org

Henderson/Chester County Chamber of Commerce
597 E. Main St., Henderson, 731-989-5222, chestercountychamber.com

Southwest Tennessee Tourism Association
Southwest Tennessee attractions include Casey Jones Village, Shiloh National Military Park, West Tennessee Delta Heritage Center, Buford Pusser Home and Museum, Parkers Crossroads Battlefield, National Bird Dog Museum and Legends of Tennessee Music Museum. P.O. Box 10543, Jackson, 731-616-7474, visitswtent.com

Visit Brownsville TN
From cotton fields to the courthouse, you see and hear Brownsville's story of people, music and cotton. Hometown of Tina Turner and "Sleepy" John Estes, the historic landscape reflects two centuries of rural community life. Experience the authenticity. 121 Sunny Hill Cove, Brownsville, 731-779-9000, visitsbrownsvilletn.com

West Tennessee Hospitality Association
Contact us for information regarding lodging, restaurants and services in the West Tennessee area, excluding the Memphis/Shelby County area. P.O. Box 10543, Jackson, 731-616-7474, visitswtent.com

DISCOVERY PARK OF AMERICA

TIME TO PLAY!

Put the town of Union City on your travel itinerary - it is home to the impressive **DISCOVERY PARK OF AMERICA**, a world-class educational museum with more than 100,000 square feet of galleries and interactive exhibits featuring nature, science, technology, history and art.

Feel the ground shake in the Earthquake Simulator, marvel at dinosaur fossils and Native American artifacts, and take a planetary tour in the Starship Theater. New for 2020 is an experience that will tell the story of farming innovation in the past, present and future in a fun and interactive way.

Don't miss the park's outdoor attractions, which span 50 acres and include an 1800s gristmill, the new Children's Discovery Garden, log cabins, farm equipment, a replica of the Liberty Bell and a 100-year-old chapel.

Discovery Park of America • 830 Everett Blvd, Union City 731-885-5455 • discoveryparkofamerica.com
Sponsored Content

194 • tnvacation.com

Franklin Visitor Center (Williamson County CVB)
Visit Franklin is the destination marketing organization of Franklin and Williamson County. Its visitor center is located in historic downtown Franklin and is open seven days a week with a staff eager to help you plan your next adventure. 400 Main St., Franklin, 615-591-8514, visitfranklin.com

Goodlettsville Area Chamber of Commerce
100 N. Main St., Ste. D, Goodlettsville, 615-859-7979, goodlettsvillechamber.com

FEEL THE MUSIC
tnvacation.com/experiences/MUSIC

le Chamber
5-374-9243,

a Chamber
averly, 931-289-5100,

n & Visitors
as spread from
aspect of the city.
nd entertainment
Fashion scene,
hat moves you to
City.
le, 800-657-6910,

hamber
d, 615-384-3800,

Convention and
Visitors Center to
ine, use the
lodging, dining and
help you plan your visit. Electric car charging
station available. 3050 Medical Center Pkwy.,
Murfreesboro, 800-716-7560,
readysettrutherford.com

UPPER CUMBERLAND WINE TRAIL



WINE DOWN THE TRAIL

The **UPPER CUMBERLAND WINE TRAIL** crosses seven counties and features eight beautiful, family-owned wineries and vineyards. Pick up the Wine Trail Passport at any of the wineries or visitor centers and get it stamped at each visit to receive a special gift. Start anywhere along the trail - good times abound all along the way. Plan your visit at uppercumberlandwinetrail.com.

- **CELLAR 53 WINERY** - Brush Creek
- **CHESTNUT HILL WINERY** - Crossville
- **DELMONACO WINERY & VINEYARD** - Baxter
- **HIGHLAND MANOR WINERY** - Jamestown
- **HOLLY RIDGE WINERY & VINEYARDS** - Livingston
- **NORTHFIELD** - Sparta
- **RED BARN WINERY & VINEYARDS** - Lafayette
- **STONEHAUS WINERY** - Crossville

uppercumberlandwinetrail.com
Sponsored Content

tnvacation.com • 197

FEATURED ACCOMMODATIONS

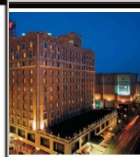
FIND THE PERFECT PLACE TO
RELAX AND REJUVENATE



THE PEABODY MEMPHIS

Legendary for its charm, elegance and gracious Southern hospitality, The Peabody is known as the “South’s Grand Hotel” and is world-famous for its five resident ducks, who march through the lobby daily at 11 a.m. and 5 p.m. Built in 1869, the downtown luxury hotel is on the National Register of Historic Places.

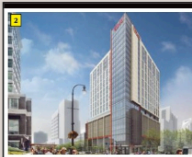
149 Union Ave., Memphis
901.529.4000
800-PEABODY



PEABODY MEMPHIS

For its charm, elegance and gracious Southern hospitality, Peabody is known as the “South’s Grand Hotel” and is famous for its five resident ducks, who march through the lobby daily at 11 a.m. and 5 p.m. Built in 1869, the downtown luxury hotel is on the National Register of Historic Places.

149 Union Ave., Memphis
901.529.4000
800-PEABODY



DRURY PLAZA HOTEL – NASHVILLE DOWNTOWN

NEW in 2020! Located in the heart of Music City, featuring 389 rooms and meeting space perfect for business or leisure. Guests enjoy free hot breakfast, Kickback™, cold beverages and free Wi-Fi throughout the hotel. Minutes to all downtown attractions.

300 Korean Veterans Blvd.
Nashville 615-259-7881
druryhotels.com



THE 121 HOTEL

A new concept in boutique hospitality, The 121 Hotel combines the comforts of a luxury hotel with the intimacy of a private residence, offering individual rooms, five bedroom suites, a plush penthouse, private event spaces or the entire hotel. Designed for group events and corporate retreats.

121 30th Ave. N.
Nashville, 615-988-0080
the121hotel.com

Stand out to visitors planning their trip as a Featured Accommodation. Organized with similar unique places to stay, 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 x 2” high at 300 dpi resolution

FEATURED ATTRACTIONS

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

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

1 FEATURED ATTRACTION + PHOTO \$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

2 FEATURED ATTRACTION + PHOTO + HIGHLIGHT \$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

CHATTANOOGA & SOUTHEAST

VISITOR SERVICES

South Cumberland Chamber of Commerce
10 Overlook Ave., Monteagle, 931-524-5553,
southcumberlandchamber.com

Athens Area Chamber of Commerce
11 N. Jackson St., Athens, 423-745-4014,
athenschamber.org

Chattanooga Convention & Visitors Bureau
Our knowledgeable team can provide you with guides, discounts and insider information. Stop by the Chattanooga Visitors Center at Shoppes North. TripAdvisor 2018 Certificate of Excellence 215 Broad St., Chattanooga, 800-323-3344, chattanooga.gov

Chattanooga Visitors Center
Our knowledgeable team can provide you with guides, discounts and insider information. Stop by the Chattanooga Visitors Center at Shoppes North. TripAdvisor 2018 Certificate of Excellence 215 Broad St., Chattanooga, 800-323-3344, chattanooga.gov

TENNESSEE EVENTS
tvacation.com
CALENDAR

Cleveland/Bradley County Chamber of Commerce and Tourism Development
Visit Chattanooga, find glorious mountain views, hear pounding whitewater rapids on the Ocoee River and compelling Cherokee history. Discover the charming towns of Cleveland and Chatahoochee. Visit us in Southeast Tennessee and let's share a piece of the South. Cleveland, 800-472-6888, visitcleveland.com

Etowah Area Chamber of Commerce
727 Tennessee Ave., Etowah, 423-263-2228,
etowahcc.org

Marion County Chamber of Commerce
902 Berg Park Dr., Jasper, 423-942-5153,
marioncountychamber.com

Melissa County-Duncan Chamber of Commerce
P.O. Box 100, Dunlap, 423-334-5486,
melissacounty.com

Pikeville-Bledsoe County Chamber of Commerce
200 Main St., Pikeville, 423-440-2791,
pikevillebledsoe.com

Polk County Chamber of Commerce
Visit adventure sports here! Get inspired by heart-pounding whitewater rapids on the Ocoee River, zip through the lush canopy of Cherokee National Forest or discover a relaxed cabin setting in spectacular mountain views. Stop here, play here! 1801 Hwy. 48, Benton, 423-538-5645,
occeecounty.com

Rhea Economic & Tourism Council
102 Main St., Dayton, 423-775-4571,
rheaycom.com

Sequatchie County-Dunlap Chamber of Commerce
1644 Dunlap Ave., Dunlap, 423-948-7028,
sequatchie.com

Tennessee Overhill Heritage Association
Ready for an awesome adventure! Ride the Hiwassee River Rail Excursion through the Cherokee National Forest. Experience the thrill of the Ocoee and Hiwassee whitewater, fish the Tellico and Conasauga rivers. Soar Starr Mountain in a glider. Visit our 10 heritage museums and shop in our charming small towns. 727 Tennessee Ave. S., Etowah, 877-510-5765, tennesseeoverhill.com

Tennessee Overhill Heritage Association
Ready for an awesome adventure! Ride the Hiwassee River Rail Excursion through the Cherokee National Forest. Experience the thrill of the Ocoee and Hiwassee whitewater, fish the Tellico and Conasauga rivers. Soar Starr Mountain in a glider. Visit our 10 heritage museums and shop in our charming small towns. 727 Tennessee Ave. S., Etowah, 877-510-5765, tennesseeoverhill.com

Mayfield Dairy
Home of the "World's Best" milk and ice cream. Enjoy a picnic on the grounds, visit the Mayfield Dairy museum and see the milk processing. 1000 Mayfield Rd., Mayfield, 423-538-5645, mayfielddairy.com

CHARLESTON
Hiwassee River
Certified International National Historic Site. The site of the mill for the entire region. Other important history. 870 Hiwassee St., Charleston, 423-645-8373, tennesseeheritage.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

OCTOBER 30, 2020

Featured Attractions and
Accommodations Content Due

OCTOBER 30, 2020

Display Ad Materials Due

FEBRUARY 2021

Print and Digital Guides Publish



The *2021 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/MIDDLE/SOUTHEAST

Maryann Stafford
(615) 218-8271
mstafford@jnlcom.com

EAST

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

