As Americans hit the open road again in record numbers, Tennessee is ready! We are eager to welcome travelers back and look forward to sharing the stories of our world-class destinations within the Official Tennessee Vacation Guide.

The guide remains a powerful tool with more than 500,000 distributed to visitors annually through print and digital editions, both domestically and internationally. We want visitors to plan the ultimate Tennessee road trip, and this guide is designed to inspire new stops along an epic journey through our many remarkable cities and towns, stunning outdoor landscapes, world-class hotels, restaurants, attractions, museums and more.

Tennessee is uniquely positioned to drive tourism to new heights and build a better Tennessee. It's an honor to serve alongside you in growing our industry.

– Mark Ezell, Commissioner
Tennessee Department of Tourist Development
PRINT GUIDE

The Official Tennessee Vacation Guide is full of inspirational content and beautiful photography to help visitors plan their trips to our great state.

The 2022 edition is an opportunity to reintroduce travelers to the destinations, attractions and lodging across the state that travelers are longing to visit.

The Vacation Guide starts with statewide feature content, then moves on to stories covering the three grand divisions of Tennessee. Each regional section has location-specific stories, compelling photography, and featured attractions and visitor services.

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

More than two-thirds of Americans have a “ready-to-travel” state-of-mind and this readiness has resulted in a lot of travel plans. Tennessee remains in the top most-desired domestic destinations.

Destination Analysts, April 2021

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

BY THE NUMBERS

500,000
print Vacation Guides

95
All 95 counties represented in guide content

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

142K sessions
1.8M pageviews

Top page for website traffic on tnvacation.com
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 what’s special about your destination or attraction.

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
- Destination or Attraction Spotlight online sponsored article on tnvacation.com

$41,775

**PRINT**

**PHOTOS: CHATTANOOGA TOURISM CO.**

Chasing Adventure in Chattanooga

**ONLINE**

In addition to your print content, the online article garners a full year of trackable exposure on tnvacation.com.
70% of consumers prefer to learn about a service or product through content rather than traditional advertising.

— Content Marketing Institute
FEATURED ACCOMMODATIONS

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 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.

$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 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
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.

<table>
<thead>
<tr>
<th>SIZE + POSITION</th>
<th>READER RESPONSE</th>
<th>LINK FROM AD IN DIGITAL GUIDE</th>
<th>FREE DIGITAL INFO POP-UP (OR) VIDEO</th>
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**DIGITAL ENHANCEMENT ADD-ONS**  
+ Video or info pop-up: $1,000  
+ Slideshow: $1,500
IMPORTANT DATES TO KEEP IN MIND

OCTOBER 1, 2021
Display Ad Materials Due

JANUARY 2022
Print and Digital Guides Publish

CONNECT WITH OUR SALES TEAM

The 2022 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