

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

# TENNESSEE

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



**2022**

**MEDIA  
KIT**





# INSPIRING TRAVEL TO TENNESSEE



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.



### BY THE NUMBERS

# 500,000

print Vacation Guides

# 95

All **95 counties**  
represented  
in guide content

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](http://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](http://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](http://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](http://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 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.

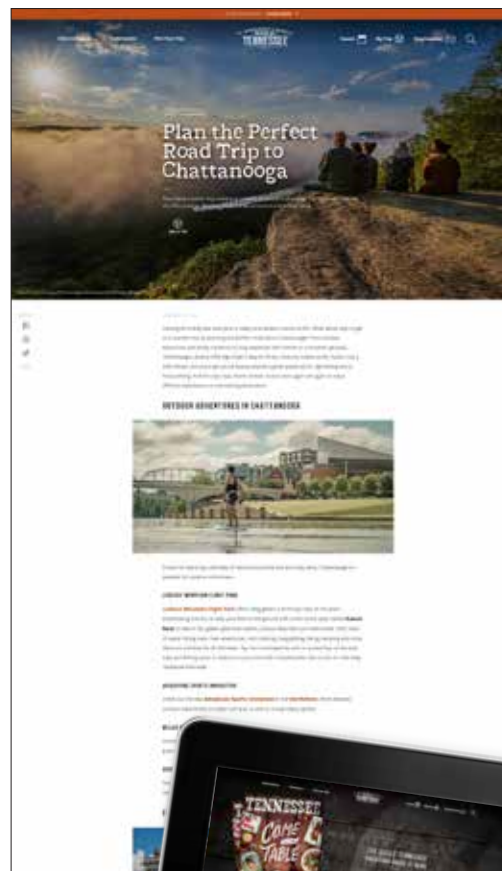
## PREMIUM SPONSORED CONTENT SPREAD:

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



ONLINE



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

# SPONSORED CONTENT

2022

PREMIUM  
EXPOSURE

## 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](http://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](http://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](http://tnvacation.com), expanded from print article

\$11,060

**Celebrating Centuries of Song**  
AFRICAN AMERICAN ARTISTS

**BLUE GRASS**

**PICK YOUR PATH**

**Manchester Area Chamber of Commerce**  
Manchester is a small town with a big soul. Discover all the incredible history and scenic views of this charming town. Visit our website for more information.

**Marshall County Chamber of Commerce**  
Marshall County is a beautiful area with a rich history. Visit our website for more information.

**Metz Lynchburg/Metzer Chamber of Commerce**  
Metz Lynchburg/Metzer is a beautiful area with a rich history. Visit our website for more information.

**Mount Pleasant Community Development Corp.**  
Mount Pleasant is a beautiful area with a rich history. Visit our website for more information.

**South Central Tennessee Tourist**  
Follow the winding backroads to an abundance of natural beauty in South Central Tennessee. There you'll find top music festivals and events, Old West and antebellum homes, wine and spirits trails, camps, lakes and waterfalls, Old Order Amish families, and true beautiful Tennessee state parks. P.O. Box 1781, Manchester, TN 37422-0479. [supernatural.com](http://supernatural.com)

**Tennessee's Backroads Heritage, Inc.**  
P.O. Box 52, Tullahoma, TN 37388-0052. [tombakerbackroads.org](http://tombakerbackroads.org)

**WELCOME TO THE SOURCE**  
Folks might find it hard to believe, but every drop of Jack Daniel's Tennessee Whiskey goes its merry way here in Lynchburg. We invite you to drop by the Jack Daniel's Distillery for a look at just how we craft our whiskey and to learn a bit more about our history. You might even want to skip the lunch. Miss Mary Bobo's Restaurant is just a short walk and has been offering some of the region's finest cooking for more than a century. After lunch you can stroll down to our Barrel Shop on the town square where you can find furniture and other items handcrafted from our seasoned barrels. You may even want to pick up a souvenir at our Hardware & General Store or check out the local shops and restaurants Lynchburg has to offer.

**Jack Daniel Distillery** // 133 Lynchburg Hwy, Lynchburg TN 37379-6267 // [jackdaniels.com](http://jackdaniels.com)

**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](http://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](http://uppercumberlandwinetrail.com)  
Sponsored Content  
[tnvacation.com](http://tnvacation.com) • 197

**70%**  
of consumers prefer to learn about a service or product through content rather than traditional advertising.  
- Content Marketing Institute

**Franklin Visitor Center (Williamson County CVB)**  
Visit Franklin 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, TN 37067-1854. [visitfranklin.com](http://visitfranklin.com)

**Goodlettsville Area Chamber of Commerce**  
100 N. Main St., Ste. D, Goodlettsville, TN 37078-7973. [goodlettsvillechamber.com](http://goodlettsvillechamber.com)

**Rutherford County Convention and Visitors Bureau**  
Visit the Rutherford County Visitors Center to see a Civil War visual timeline, use the interactive directories for lodging, dining and attractions, plus pick up maps and brochures to help you plan your visit. Electric car charging station available. 3050 Medical Center Pkwy., Murfreesboro, TN 37132-7560. [readysetrutherford.com](http://readysetrutherford.com)

**FEEL THE MUSIC**  
[tnvacation.com/experiences/music](http://tnvacation.com/experiences/music)



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.**

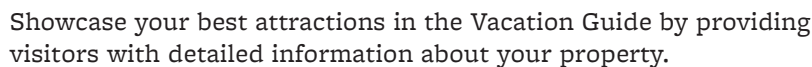
- Description up to 40 words of copy (275 characters)
- Accommodation name, address, phone number and web address
- Photo 3" wide x 2" high at 300 dpi resolution



Make your event stand out in the Vacation Guide!

**\$500**

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



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

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

- 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



# 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 Guaranteed Placement in Forward Features	✓	✓	✓
Full Page Guaranteed 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)	✓	✓	
<b>DIGITAL ENHANCEMENT ADD-ONS</b> <span>+ Video or info pop-up: \$1,000</span> <span>+ Slideshow: \$1,500</span>			

# 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  
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**ZOOM  
MEETINGS  
AVAILABLE!**