



# THE EXPERIENCE TENNESSEE PRINT MEDIA GUIDE

*ExperienceTN.com*

2024



**DON'T JUST TRAVEL TENNESSEE,**

# Experience Tennessee

**FEATURING THE OFFICIAL**

**2024-2025 EXPERIENCE TENNESSEE**

## **BROCHURE PROGRAM**

**& DIGITAL SUPPORT MARKETING PLANS**



## Why Promote your DMO or Business **WITH EXPERIENCE TENNESSEE BROCHURES?**

- A primary publication for the Tennessee Whiskey Trailhead and Welcome Center on the Campus of the Jack Daniel Distillery in Lynchburg, TN (200,000+ visitors annually)
- Series 1 Brochures will be "stocked" at State and regional Welcome Centers; Nickajack Welcome Center, Ardmore Welcome Center, Smith County Welcome Center, and TN Whiskey Trailhead, while both series 1 and 2 guides will be made available at the Columbia Welcome Center, Maury County Visitor Center, Spring Hill Welcome Center, Natchez Trace (Wayne Co.) Welcome Center, and more
- An Experience Tennessee Ambassador or Influencer will showcase each piece at least once; most will be showcased by multiple ambassadors & and influencers throughout the year
- Guides will be recommended by trained staff at welcome centers and TN Whiskey Trailhead
- All guides will be placed on the Experience Tennessee "Virtual Brochure Rack" on ExperienceTN.com with sponsor branding and a link at the bottom of the landing page
- All guides are placed on virtual brochure rack posters (11 per poster)
- All Guides will be placed on the Experience Tennessee Mobile App with a "made possible by" message
- Guides will be mailed and emailed when guest inquiries about the region are solicited
- Guide breakdowns throughout the year on Experience Tennessee's social media platforms
- Guides will be available at the Experience Tennessee Mobile Welcome Center for Events

ExperienceTN.com

SCTTA.ORG

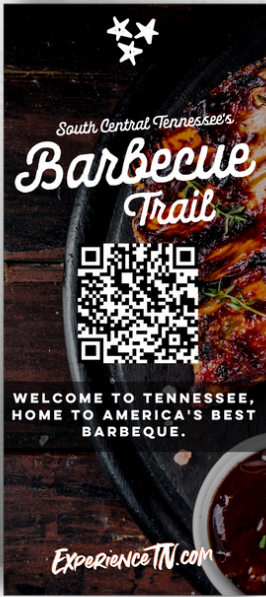
TENNESSEE  
WHISKEY  
TRAIL  
THE TRAILHEAD

NASHVILLE'S  
**BIG  
BACK  
YARD**

**TENNESSEE**  
SOUNDS PERFECT



# GUIDES & SIZE OPTIONS



## SERIES 1 GUIDES

### AD PAGES SIZES

Start your Journey here...  
**SINGLE PANEL**  
**4" X 9"**  
**(Must add .125" bleed on all sides)**

- TENNESSEE GIFT SHOP
- TOURIST INFORMATION
- TRIP ITINERARIES
- VISITOR GUIDES
- CLEAN RESTROOMS

133 LYNCHBURG HIGHWAY  
 LYNCHBURG, TN 37352  
 LYNCHBURG WELCOME CENTER.COM

**\$1,500**

## SERIES 2 & LOCAL GUIDES

### AD PAGES SIZES

Start your Journey here...  
**4" X 9"**  
**(Must add .125" bleed on all sides)**

- TENNESSEE GIFT SHOP
- TOURIST INFORMATION
- TRIP ITINERARIES
- VISITOR GUIDES
- CLEAN RESTROOMS

133 LYNCHBURG HIGHWAY  
 LYNCHBURG, TN 37352  
 LYNCHBURG WELCOME CENTER.COM

**\$750 - \$1,000**

### PRICING

### PRICING

## SOCIAL MEDIA SUPPORT THROUGHOUT THE YEAR

When you support a brochure with Experience Tennessee, you support a variety of distribution outlets for the content including social media.

Throughout the year we leverage Experience Tennessee, Tennessee Whiskey Trailhead, and our local social media partners to promote the Virtual Brochure Rack and individual brochures.

By supporting the programs through digital, physical print, and social media platforms, we are reaching more visitors and providing more content on the platform of their choosing. This drives more traffic and in turn, provides more exposure for our supports and attractions.





# VIRTUAL BROCHURE RACK POSTERS



## TAKING PRINT MEDIA INVESTMENTS BEYOND THE BROCHURE

One of the primary drivers of traffic to the ExperienceTN.com website is the Virtual Brochure Rack Posters and interactive brochures. Each year we place over 250 posters throughout the region in hotels, short-term rentals, service stations, attractions, venues, welcome centers, information centers, and other high-traffic areas. To further support this program, starting in 2024 Experience Tennessee VBR refrigerator magnets are being provided to all of our lodging partners.

This series of posters highlights 11 brochures on each poster with an additional space for a local brochure to highlight a local sponsor. In all the series of posters highlights 30+ regional guides that help visitors navigate local activities.

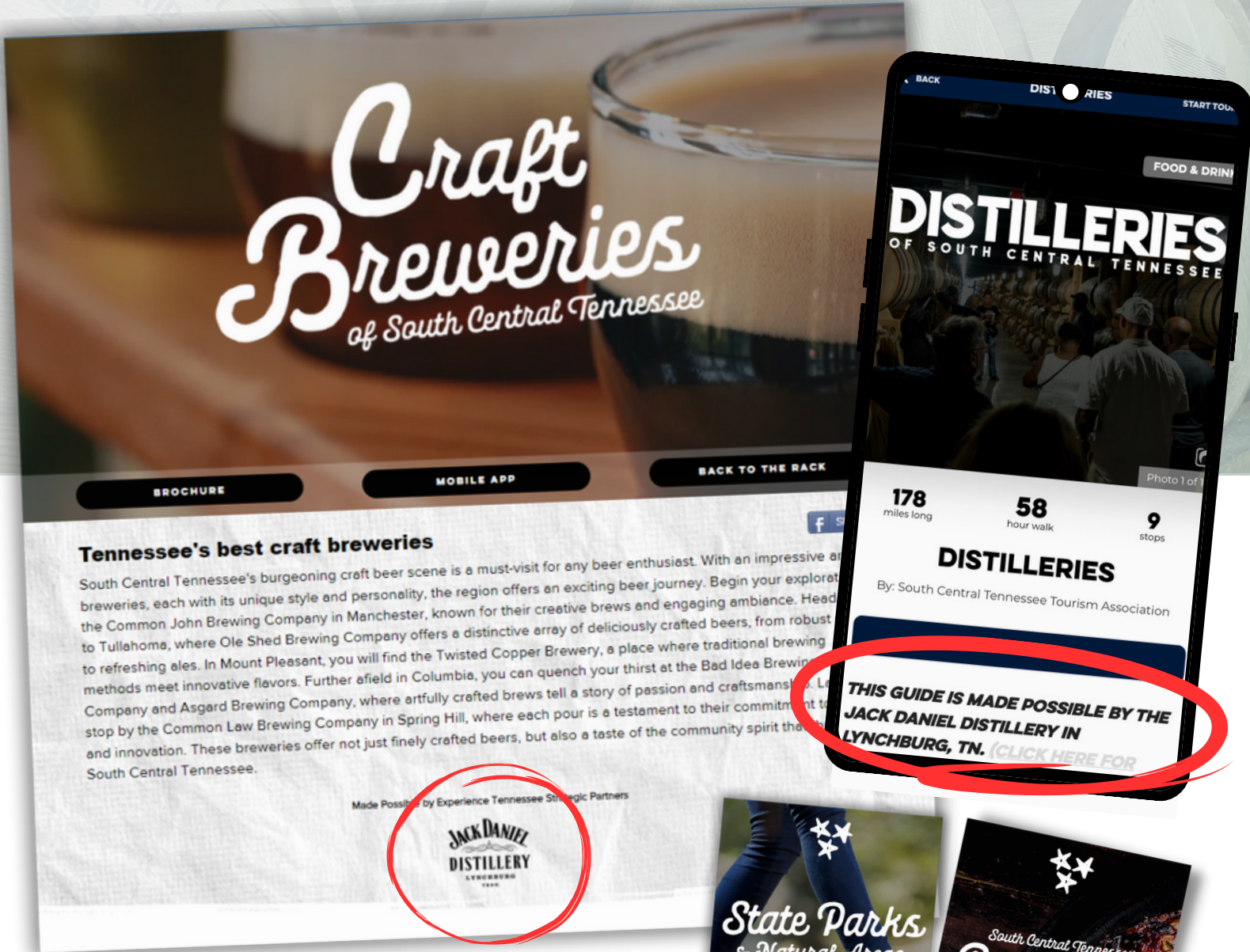
When a guest scans the VBR or visits the “things to do” section on our website, they are directed to a landing page for each activity. These pages include our recommended stops, a map of all relevant locations, a blog specific to the topic the visitor is inquiring about, and “made possible by” message with the sponsors logo and link to their listing page.

Additionally this same “made possible by” message is repeated on the Experience the Tennessee mobile app with the corresponding guide. All of these placements are included in your sponsorship of a panel for one of our brochures.





# DIGITAL BRANDING SUPPORT



## MORE THAN JUST A BROCHURE

- Ad displayed on physical printed brochures distributed to welcome centers and more
- Showcased on the website landing page with a logo and a link
- Showcased on the Experience Tennessee Mobile App with a link
- Supported by Virtual Brochure Rack Posters
- Supported by Virtual Brochure Rack Lodging Magnets



## ADVERTISING TERMS & CONDITIONS

Advertising Commitment: The advertiser agrees to purchase advertising as outlined in the proposal, and understands and agrees that all advertising dollars are non-refundable, regardless of campaign performance. Print Dates: Advertiser acknowledges that print dates mentioned in the proposal are tentative and are to be considered as targets only and not as guaranteed dates. The Company reserves the right to modify or push back the print dates at its sole discretion. The Advertiser will be informed about any such changes as and when they occur. Artwork Specifications: Advertiser must provide all artwork for advertisements at a resolution of 300 dpi, and in either JPEG or PNG format. The dimensions must strictly adhere to those detailed in the marketing deck. Any deviation may result in the non-acceptance of the artwork. Content Ownership: The advertiser warrants and represents that all images and materials used in the advertisements are either licensed to the Advertiser or are the property of the Advertiser. The Advertiser is responsible for ensuring the legality of all content and images included in their advertisements, including securing necessary permissions or licenses. The Advertiser agrees to indemnify and hold harmless the Company from any claims, damages, or liabilities arising from the content of the Advertiser's advertisements.



# DON'T JUST TRAVEL TENNESSEE, Experience Tennessee



## 2024-2025 EXPERIENCE TENNESSEE TRAVEL GUIDE & DIGITAL SUPPORT MARKETING PLANS

- A primary publication for the Tennessee Whiskey Trailhead and Welcome Center on the Campus of the Jack Daniel Distillery in Lynchburg, TN (200,000+ visitors annually)
- Travel Guide is in a booklet format that measures 5.5" x 8.5"
- Brochures will be stocked at state & regional welcome centers; Nickajack Welcome Center, Ardmore Welcome Center, Smith County Welcome Center, TN Whiskey Trailhead, Columbia Welcome Center, Maury County Visitor Center, Spring Hill Welcome Center, Natchez Trace (Wayne Co.) Welcome Center, and more
- All Experience Tennessee ambassadors or influencers will showcase the guide at least once
- Guides will be recommended by trained staff at State and TN Whiskey Trailhead and Welcome Center
- Travel Guides have an exclusive tab on ExperienceTN.com for a digital version
- Digital Guides are linkable; all sponsors will be linked
- Guides will be mailed and emailed when guest's inquiries about the region are solicited
- Guide breakdowns throughout the year on Experience Tennessee's social media platforms
- Guides will be available at the Experience Tennessee Mobile Welcome Center for Events



# SPACE & SIZE OPTIONS

**OLIVER**  
TRAVEL TRAILERS

**BUILT FOR ADVENTURE**  
**QUALITY-BUILT FIBERGLASS**  
**TRAVEL TRAILERS DESIGNED**  
**FOR 4-SEASON CAMPING**

**VISIT OUR SHOWROOM IN**  
**HOHENWALD, TENNESSEE**  
**MON-FRI 8AM TO 5 PM**

**1-888-526-3978**  
**OLIVERTRAVELTRAILERS.COM**

**FULL PAGE**

**5.5" X 8.5"**  
**(Must add .125"**  
**bleed on all sides)**

**LYNCHBURG**  
TENNESSEE

**LYNCHBURG WELCOME CENTER**

**DRY COUNTY**

**Sunshine AND Whiskey**

*Lynchburg Welcome Center.com*

**HALF PAGE**

**5.5" X 4.25"**  
**(Must add .125"**  
**bleed on all sides)**

**WWW.WATERSEDGECHOCOLATES.COM**  
**WATER'S EDGE**  
**CHOCOLATES**  
931-455-9365

**HANDCRAFTED CHOCOLATES**  
**HAND-DIPPED ICE CREAM**  
**MILKSHAKES**  
**FROZEN TRUFFLES**  
**GIFT BASKETS**  
**CORPORATE GIFTS**

206 S ANDERSON ST, TULLAHOMA, TN  
MON-THURS 10-8, SAT-SUN 10-9

## PRICING DETAILS

Center Fold	-	Back Cover	-	Page 3	-	Inside Front Cover	-	Inside Back Cover	-	Full Page	-	Half Page
\$3,000		\$2,500		\$2,000		\$2,000		\$2,000		\$1,500		\$1,000

## ADVERTISING TERMS & CONDITIONS

Advertising Commitment: The advertiser agrees to purchase advertising as outlined in the proposal, and understands and agrees that all advertising dollars are non-refundable, regardless of campaign performance. Print Dates: Advertiser acknowledges that print dates mentioned in the proposal are tentative and are to be considered as targets only and not as guaranteed dates. The Company reserves the right to modify or push back the print dates at its sole discretion. The Advertiser will be informed about any such changes as and when they occur. Artwork Specifications: Advertiser must provide all artwork for advertisements at a resolution of 300 dpi, and in either JPEG or PNG format. The dimensions must strictly adhere to those detailed in the marketing deck. Any deviation may result in the non-acceptance of the artwork. Content Ownership: The advertiser warrants and represents that all images and materials used in the advertisements are either licensed to the Advertiser or are the property of the Advertiser. The Advertiser is responsible for ensuring the legality of all content and images included in their advertisements, including securing necessary permissions or licenses. The Advertiser agrees to indemnify and hold harmless the Company from any claims, damages, or liabilities arising from the content of the Advertiser's advertisements.



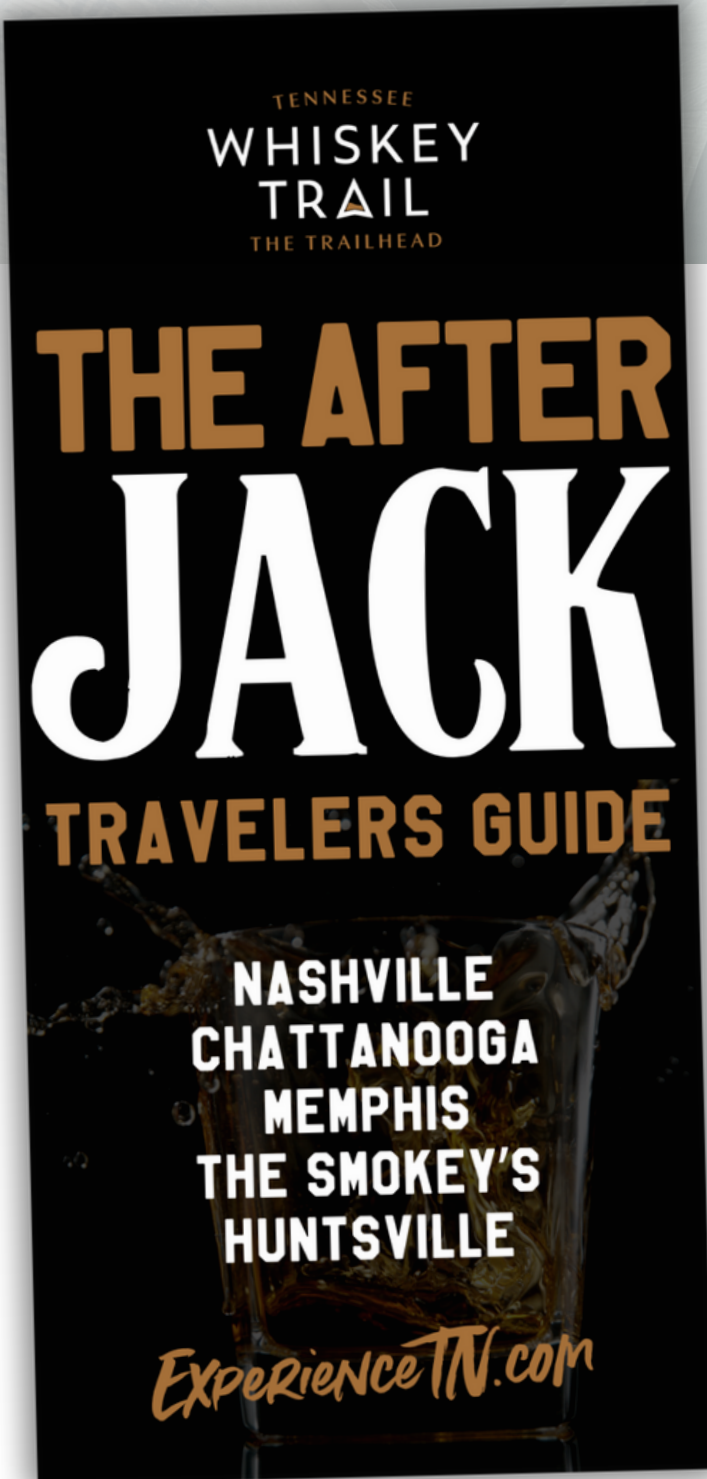
# DON'T JUST TRAVEL TENNESSEE, Experience Tennessee

FEATURING THE OFFICIAL

2024-2025 EXPERIENCE TENNESSEE

## AFTER JACK PROGRAM & DIGITAL SUPPORT MARKETING PLANS

- The 72-page After Jack Guide will be available in print and digital format with 250k targeted impressions over the life of the advertising campaign. (Print, Digital Marketing, Influencers & Ambassadors)
- Travel Guide is in a booklet format that measures 4"X9"
- The Guide will be a part of a quarterly email marketing campaign specifically to Tennessee Whiskey Tail participants who have not visited the Jack Daniel Distillery. Digital copies will be provided in each of these email blasts
- The After Jack Guide will be a focus item for the Lynchburg Welcome Center staff to hand out to guests. Guides will also be placed at select welcome centers along the paths
- Advertisers will be placed on any routes that run through their communities, or near them. Sponsoring DMOs' branding will be used for the communities listed on the maps
- Experience Tennessee Ambassador's Highlight will support each route provided in the Guide
- Digital versions will be available on ExperienceTN.com and on WhiskeyTrailhead.com
- Guides will be mailed and emailed with inquiries about the region and visiting Jack Daniel's.
- Weekly route breakdowns on TN Whiskey Trailhead Socials







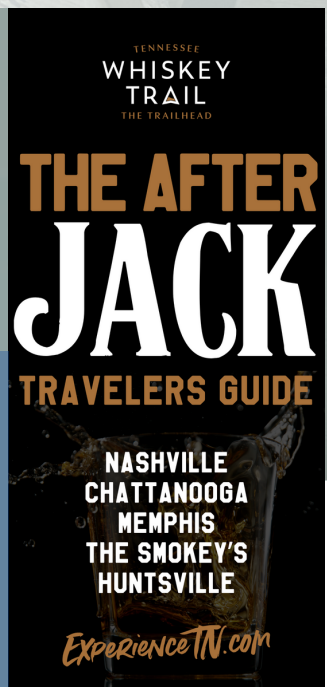
# DIGITAL & SOCIAL PUSH

- Weekly route highlights on TN Whiskey Trailhead Social Media accounts
- Each route will be showcased annually by Experience Tennessee Ambassadors
- Routes designed to get off the highways and explore Tennessee's backroads
- All digital guides will be linked to sponsors websites or landing pages

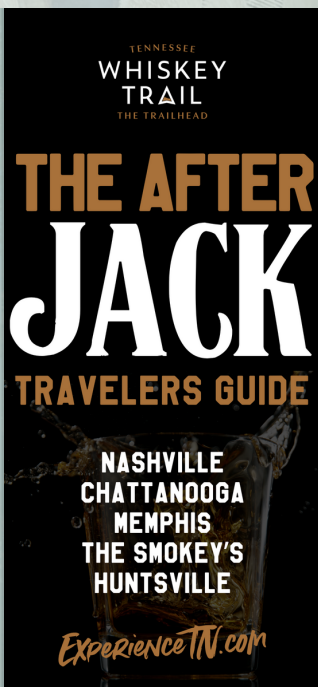
## GUIDES & SIZE OPTIONS

**FULL PAGE**  
4" X 9"  
(Must add .125" bleed on all sides)

**HALF PAGE**  
4" X 4"  
(Must add .125" bleed on all sides)



**CENTER FOLD**  
8" X 9"  
(Must add .125" bleed on all sides)



## PRICING DETAILS

<b>Sections:</b>	<b>Prices:</b>	<b>Sections:</b>	<b>Prices:</b>
• Center Fold	\$3,000	• Inside Back Cover	\$2,000
• Back Cover	\$2,500	• Full Page	\$1,500
• Page 3	\$2,000	• Half Page	\$1,000
• Inside Front Cover	\$2,000		

## ADVERTISING TERMS & CONDITIONS

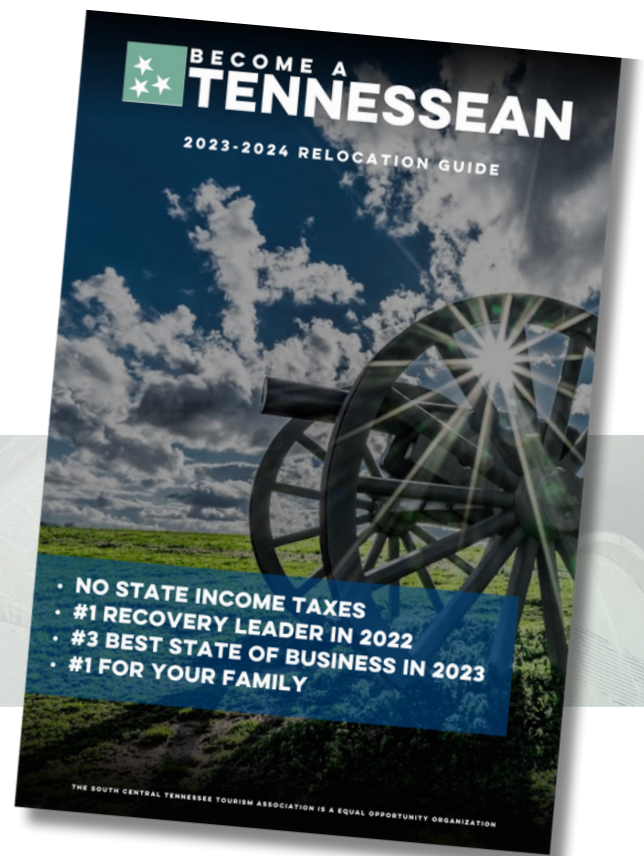
Advertising Commitment: The advertiser agrees to purchase advertising as outlined in the proposal, and understands and agrees that all advertising dollars are non-refundable, regardless of campaign performance. Print Dates: Advertiser acknowledges that print dates mentioned in the proposal are tentative and are to be considered as targets only and not as guaranteed dates. The Company reserves the right to modify or push back the print dates at its sole discretion. The Advertiser will be informed about any such changes as and when they occur. Artwork Specifications: Advertiser must provide all artwork for advertisements at a resolution of 300 dpi, and in either JPEG or PNG format. The dimensions must strictly adhere to those detailed in the marketing deck. Any deviation may result in the non-acceptance of the artwork. Content Ownership: The advertiser warrants and represents that all images and materials used in the advertisements are either licensed to the Advertiser or are the property of the Advertiser. The Advertiser is responsible for ensuring the legality of all content and images included in their advertisements, including securing necessary permissions or licenses. The Advertiser agrees to indemnify and hold harmless the Company from any claims, damages, or liabilities arising from the content of the Advertiser's advertisements.





**ANNOUNCING**

THE OFFICIAL  
**BECOME A TENNESSEAN**  
PROGRAM & RELOCATION GUIDE



Become a Member Today of

# THE BECOME A TENNESSEAN PROGRAM

We are thrilled to introduce our latest endeavor, the 'Become a Tennessean' program, designed to give you a taste of the scenic beauty and warm hospitality of the South Central Tennessee region. Our purpose is to provide you with comprehensive information and support if you're considering making our beautiful region your new home.

Spanning across a diverse territory from the sublime Sewanee Mountains of the South Cumberland's west to the picturesque Tennessee River, the South Central Tennessee region covers Bedford, Coffee, Franklin, Giles, Hickman, Lawrence, Lewis, Lincoln, Marshall, Maury, Moore, Perry, and Wayne counties. Known for its rustic charm, abundant natural beauty, and vibrant communities, South Central Tennessee is more than a tourism hotspot; it's a place to call home.

While our association has always been committed to promoting tourism, the 'Become a Tennessean' program extends our mission to help individuals and families find their forever homes in this captivating region. Our program offers a comprehensive guide to the region, including the housing market, employment opportunities, local schools, healthcare facilities, and other essential resources. It's our goal to make your transition to South Central Tennessee as seamless as possible.

There's a unique charm to South Central Tennessee that can't be replicated elsewhere. If you are intrigued by the prospect of experiencing rural living combined with small-town charm and easy access to big cities, we invite you to consider the 'Become a Tennessean' program. Come, experience the hospitality of the South and make South Central Tennessee your home!

*Join now and membership runs through December 2025. The guide set to be distributed in January of 2025.*

*ExperienceTN.com*

**SCTTA.ORG**

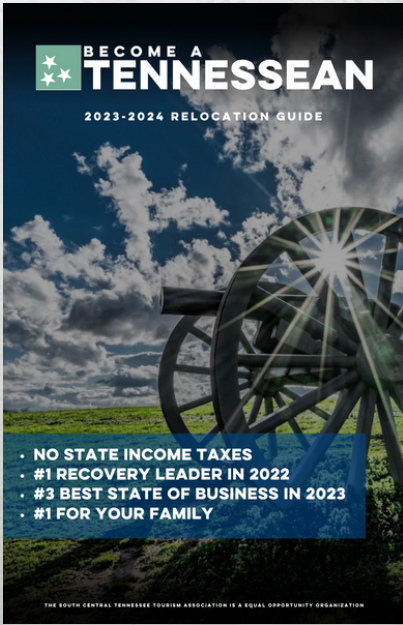
TENNESSEE  
**WHISKEY  
TRAIL**  
THE TRAILHEAD

NASHVILLE'S  
**BIG  
BACK  
YARD**

**TENNESSEE**  
SOUNDS PERFECT



# GUIDES ADVERTISING & SIZE OPTIONS



**FULL PAGE**

**5.5" X 8.5"**

**(Must add  
.125 bleed  
on all sides)**

**CENTER FOLD**

**10" x 8.5"**

**BACK COVER**

**INSIDE BACK  
COVER**

**INSIDE FRONT  
COVER**

**FULL PAGES**

## AD POSITIONS & PRICING

BACK COVER	INSIDE B COVER	INSIDE F COVER	FULL PAGE	CENTER FOLD
\$2000	\$1250	\$1250	\$750	\$2000

## ABOUT THE PROGRAM AND THE GUIDE

- Annual relocation guide with information about the South Central Tennessee region, state data, services, and a Become a Tennessean members listings section
- Monthly Digital Paid Campaigns on Experience Tennessee social media accounts
- Become a Tennessean Relocation Guide displayed in the TN Whiskey Trailhead and Welcome Center on the campus of the Jack Daniel Distillery in Lynchburg
- Become a Tennessean Relocation Guide maintained in state and regional welcome centers including; Nickajack, Ardmore, Smith County, Columbia, Maury County Visitors Center, Spring Hill, Natchez Trace (Wayne Co.), and more
- Relocation Guide shared with all local ECD Departments, Chambers of Commerce, and Downtown Programs in the 13 county region
- Mailed and Emailed inquiries made about the region

## BECOME A LIVABILITY MEMBER OF THE SOUTH CENTRAL TN TOURISM ASSOCIATION

- Profile on BeinTennessee.com with links to socials, website, phone, email, and more
- Listing on the annual printed guide's "resources page"
- Access to SCTTA License-Free Photo and Video Library for digital and print marketing usage
- Invites to all South Central TN Tourism Association Socials
- Invites to participate in community days at the TN Whiskey Trailhead & Regional Welcome Center
- Access to submit monthly blog posts on BeinTennessee.com blog, which will be shared on Become a Tennessean social media platforms, and potentially used on Experience Tennessee's digital platforms.
- Three Star Award program eligibility
- Become a Tennessean program lapel pin
- Become a Tennessean doorcling

**MEMBERSHIP COST: \$399 Annually or FREE with any Ad Purchase**

## ADVERTISING TERMS & CONDITIONS

Advertising Commitment: The advertiser agrees to purchase advertising as outlined in the proposal, and understands and agrees that all advertising dollars are non-refundable, regardless of campaign performance. Print Dates: Advertiser acknowledges that print dates mentioned in the proposal are tentative and are to be considered as targets only and not as guaranteed dates. The Company reserves the right to modify or push back the print dates at its sole discretion. The Advertiser will be informed about any such changes as and when they occur. Artwork Specifications: Advertiser must provide all artwork for advertisements at a resolution of 300 dpi, and in either JPEG or PNG format. The dimensions must strictly adhere to those detailed in the marketing deck. Any deviation may result in the non-acceptance of the artwork. Content Ownership: The advertiser warrants and represents that all images and materials used in the advertisements are either licensed to the Advertiser or are the property of the Advertiser. The Advertiser is responsible for ensuring the legality of all content and images included in their advertisements, including securing necessary permissions or licenses. The Advertiser agrees to indemnify and hold harmless the Company from any claims, damages, or liabilities arising from the content of the Advertiser's advertisements.



SOUTH CENTRAL



tennessee  
tourism



ASSOCIATION

SOUTH CENTRAL TENNESSEE TOURISM ASSOCIATION

TENNESSEE  
SOUNDS PERFECT

ExperienceTV.com  
Experience The Great State of Tennessee

TENNESSEE  
WHISKEY  
TRAIL  
THE TRAILHEAD

NASHVILLE'S  
BIG  
BACK  
YARD

SCTTA.ORG

SOUTH CENTRAL TENNESSEE TOURISM ASSOCIATION IS AN EQUAL OPPORTUNITY PROVIDER.