

# LOCAL GUIDE PROGRAM

*Experience Tennessee*



# GUIDE OPTIONS

Pages	2,500	5,000	10,000
8 Pages	\$2,100	\$2,550	\$3,450
12 Pages	\$3,000	\$3,600	\$4,400
16 Pages	\$3,850	\$4,800	\$5,700
20 Pages	\$4,700	\$5,700	\$6,500

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## CO-OP ADVERTISING 50/50 SPLIT

- DMO Host a Workshop
- Newsletter from DMO

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## HANDS-OFF ADVERTISING 90/10 SPLIT

- DMO Provides a Contact List

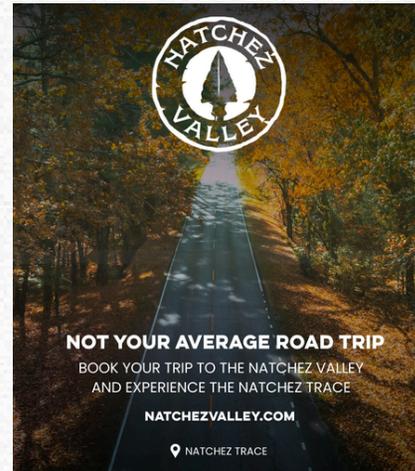
- VISITOR GUIDES
- DINING GUIDES
- LODGING GUIDES
- EVENT GUIDES & MORE!

Experience Tennessee

# LOCAL VISITOR'S GUIDE ADVERTISING OPTIONS

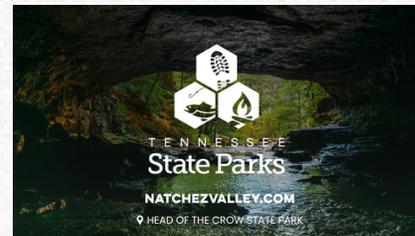
## FULL PAGE OPTIONS

- Full Page - \$750
- Back Cover—\$1,500
- Inside Back Cover—\$1,000
- Inside Front Cover—\$1,000



## HALF PAGE

- \$500



## QUARTER PAGE

- \$250

- VISITOR GUIDES
- DINING GUIDES
- LODGING GUIDES
- EVENT GUIDES & MORE!

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# FULL-PAGE AD BREAKDOWN

## Ad Details

Measurements: 4" X 9"

- Logo in top 1/3 with a fade
- Experience-focused middle 1/3
- Experience details in bottom 1/3 with a fade.
  - Tagline - 1 Line
  - Tagline Support - 3 lines
  - Domain
  - Location of Photo



- includes black fade from top
- whiteout on transparent logo

- this space allows for focus on the experience or the activity

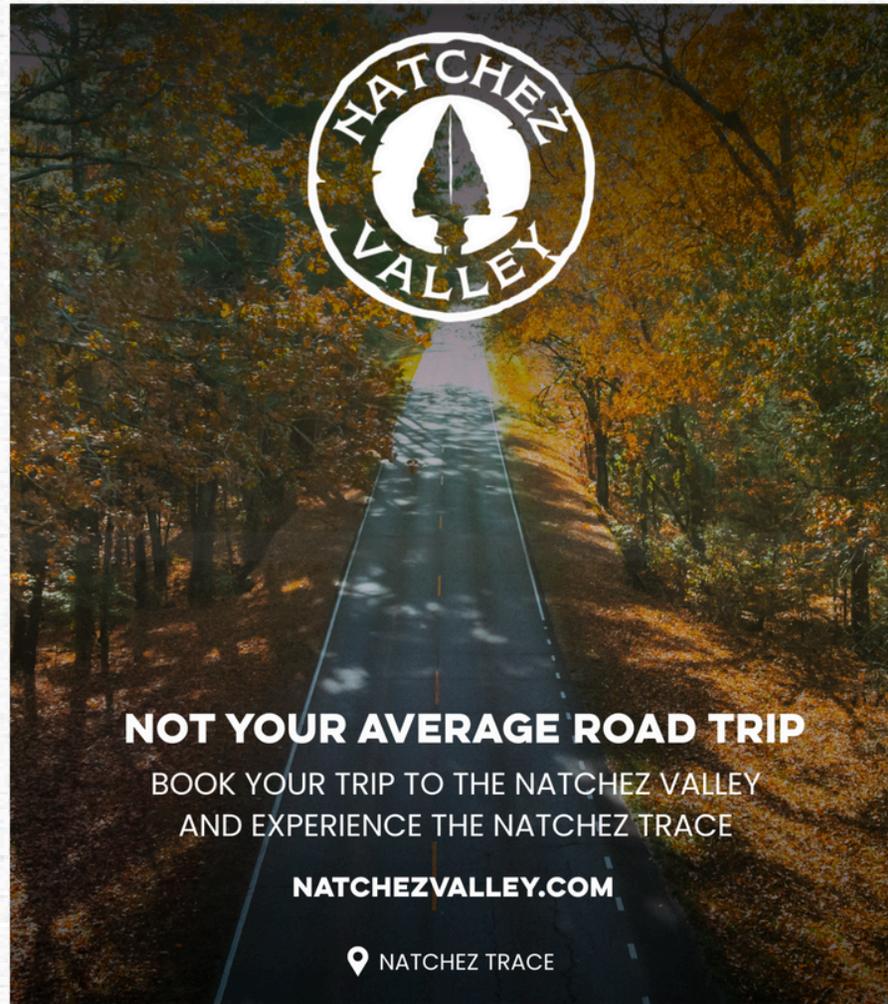
- A single all-caps tagline that is direct and to the point.
- Three lines of support narrative for the tagline, again all caps
- Domain Name
- Location of the photo (town or attraction)

# HALF-PAGE AD BREAKDOWN

## Ad Details

Measurements: 4" X4.5"

- Logo in top 1/3 with a fade
- Experience-focused middle 1/3
- Experience details in the bottom 1/3 with a fade.
  - Tagline - 1 Line
  - Tagline Support - 3 lines
  - Domain
  - Location of Photo



- includes black fade from top
- whiteout on transparent logo

- this space allows for focus on the experience or the activity

- A single all-caps tagline that is direct and to the point.
- Two lines of support narrative for the tagline, again all caps
- Domain Name
- Location of the photo (town or attraction)

# QUARTER-PAGE AD BREAKDOWN

## Ad Details

Measurements: 4" X 2.25"

- Logo in top ⅓ with a fade
- Experience-focused middle ⅓
- Experience details in the bottom ⅓ with a fade.
  - Tagline - 1 Line
  - Tagline Support - 3 lines
  - Domain
  - Location of Photo



- Centered whiteout logo on transparent background.

- No tagline or tagline support narrative.
- Domain Name
- Location of the photo (town or attraction)