



MIDWEST'S GROUP TRAVEL MAGAZINE

ITINERARIES *Midwest*

Bringing the planners to you.

ITINERARIES, inc.

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MIDWEST'S GROUP TRAVEL MAGAZINE

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Display Advertising Package

Included with purchase of Premium Placement or Standard Placement Advertising:

- 35-word directory listing
- editorial or sample itinerary
- location indicator on state map
- sales leads
- itineraries archived and available online
- BONUS online exposure:
**ITINERARIES MIDWEST
Online Interactive Magazine**



Hyperlinking readers directly to your website!

ITINERARIES MIDWEST Magazine

is available online to the entire world! Identical in content and found at

www.itinerariesmidwest.com, this digital version is conveniently linked directly to advertisers' websites. This presents new upper Midwest and Canadian travel opportunities to international tour operators. Optional audio clips or animation for online display ads are also available.

CIRCULATION

ITINERARIES MIDWEST Group Travel Magazine is published three times a year. Each issue (spring/summer, fall & winter) is mailed to more than 14,000 select group travel decision-makers – *2/3 of whom are in the Midwest & Canada* – who are always looking for new & unique travel ideas to help them create attractive tours for active adults and boomers. In this distribution are tour operators who also serve the student and youth market.

COVERAGE

Illinois, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, South Dakota, Wisconsin and Central Canada

WHO READS ITINERARIES MIDWEST?

- 37% - Tour Operators, Coach Operators, Travel Agents
- 29% - Bank & Credit Union Club Directors
- 24% - Group Leaders
- 8% - Corporate & Association Travel Planners
- 2% - RV & Motorcycle Travel Clubs

CONTROLLED DISTRIBUTION THROUGHOUT NORTH AMERICA

- 65% - **Midwest** (Illinois, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, South Dakota, Wisconsin, Central Canada)
- 15% - **Central United States** (excluding Midwest)
- 10% - **Eastern United States**
- 10% - **Western United States** (excluding Hawaii & Alaska)

2016 Deadlines & Features

Spring/Summer 2016

Highlighting Michigan

Space Reservation **Mar 17, 2016**
Materials Deadline **Mar 24, 2016**
Distribution **April 2016**

Summer/Fall 2016

Highlighting Kansas

Space Reservation **July 14, 2016**
Materials Deadline **July 21, 2016**
Distribution **August 2016**

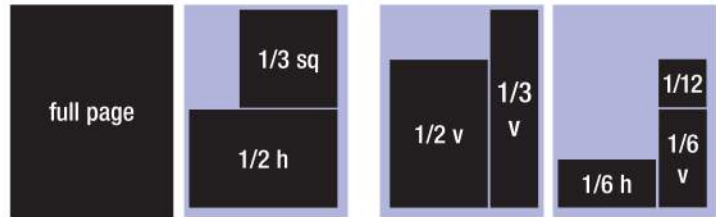
Winter 2016

Highlighting Minnesota

Space Reservation **Oct 13, 2016**
Materials Deadline **Oct 20, 2016**
Distribution **November 2016**

2016 Advertising Rates & Sizes*

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Premium Placement dimensions (width x height, inches)	1x	2x	3x
<i>Purchase includes: 35-word directory listing, sample itinerary or editorial, state map, sales leads, and Online Interactive Magazine with hyperlinks to advertisers websites. Ads can start at any point during the year.</i>			
<input type="radio"/> back cover full bleed 8.25 x 10.75 trim size**	6214	5841	5492
<input type="radio"/> inside front cover full bleed. . . 8.25 x 10.75 trim size**	5590	5255	4940
<input type="radio"/> inside back cover full bleed . . 8.25 x 10.75 trim size**	5177	4865	4572
<input type="radio"/> page 3 full bleed. 8.25 x 10.75 trim size**	5177	4865	4572
Standard Placement dimensions (width x height, inches)	1x	2x	3x
<i>Purchase includes: 35-word directory listing, sample itinerary or editorial, state map, sales leads, and Online Interactive Magazine with hyperlinks to advertisers websites. Ads can start at any point during the year.</i>			
<input type="radio"/> itinerary 2-page spread 16.5 x 10.75 trim size**	7038	6617	6195
<input type="radio"/> full page full bleed 8.25 x 10.75 trim size**	4141	3893	3646
<input type="radio"/> half page horizontal. 7.25 x 4.375	2899	2725	2552
<input type="radio"/> half page vertical 4.75 x 6.687	2899	2725	2552
<input type="radio"/> third page square. 4.75 x 4.375	2484	2336	2186
<input type="radio"/> third page vertical. 2.25 x 9.	2484	2336	2186
<input type="radio"/> sixth page horizontal 4.75 x 2.0625	1657	1559	1460
<input type="radio"/> sixth page vertical 2.25 x 4.375	1657	1559	1460
<input type="radio"/> twelfth page 2.25 x 2.0625	795	748	709
Directory Listings	1x	2x	3x
<i>Listings can be purchased separately. All listings are placed in State/Regional Directories in the magazine and online.</i>			
<input type="radio"/> 35-word directory listing - FREE with purchase of Ad (one per ad)	0	0	0
<input type="radio"/> 35-word directory listing with optional logo	247	221	189
Additional Advertising Opportunities	1x	2x	3x
<input type="radio"/> online interactive magazine audio invitation (20 seconds - please provide mp3 format) . .	315	315	315
<input type="radio"/> online interactive magazine advertisement animation		request estimate	
<input type="radio"/> online interactive magazine sponsor		request estimate	
<input type="radio"/> online banner advertising		request estimate	
<input type="radio"/> brochure bagging		request estimate	

*All rates are net per issue. **Full-bleed ads require an extra 1/8" bleed on all sides for a final file size of 8.5 x 11.

GROUP LODGING *Midwest*

With groups traveling across the United States and Canada more than ever this year, there is a growing need for group-friendly hotels to stand out to group travel planners. **Group Lodging Midwest** (GLM) is designed just for this...to make group-friendly hotels and resorts available to group travel planners when they are creating itineraries and getting ready to buy.. The **GLM Program** uses both **ITINERARIES MIDWEST Magazine** and the **internet** as always-up-to-date resources for when these decision-makers are planning their packages and travel itineraries.

An advertising package that's convenient for your planners, effective for you!

1. 35-word directory listing

In Itineraries Midwest Magazine directories (logo option available).

2. Personalized webpage with hyperlinks includes:

- a. photos
- b. contact information
- c. map & directions
- d. group-related amenities grid

*All with **FREE** production & updating!*

3. Co-op ad participation

The Group Lodging Midwest Co-op Ad displays all GLM participants in each issue of **Itineraries Midwest Magazine** (3 times per year).

Pricing is simple

- no hidden or added charges!

1 year (3 issues) 180 per issue

You will be invoiced per each issue of Itineraries Midwest Magazine.
You will be billed for your logo option with your first invoice.

Website banner advertising

Attractions, restaurants and DMOs can place a banner ad with hotlink on their state page.

Banner Size: 240 pixels wide x 400 pixels high

1 year (3 issues) 180 per issue

Here's a look at what our readers are saying...

"So many great ideas!" – Kathy (Bloomer, WI)

"Thanks for an excellent magazine!" – Denice (Ireton, IA)

"I've been planning group trips for 20 years. Your magazine is just what I needed." – Sherri (Wyoming, MN)

"Thank you so much for this invaluable resource to me when planning trips and tours." – Connie (Park Rapids, MN)

"Your magazine is so helpful!" – Greg (Chicago, IL)

Over half of the advertisers in Itineraries Midwest haven't missed an issue since our very first published magazine in 2001. We want to say THANK YOU!