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COVERAGE

MORE  
INFLUENCE

MORE  
VISITORS

# SPOTLIGHT

Group Tour Spotlight is a monthly electronic magazine. Each issue delivers articles, itineraries, video clips, and an interview of interest to group tour planners.

**Readership:** 7,500 (and growing) tour planners across the United States and Canada. In addition, Spotlight is forwarded to professional colleagues.

## Why advertise in Spotlight?

**It's new:** Spotlight is a fresh way to promote your destination to savvy, active group tour decision-makers.

**It's easy:** With a single mouse click, readers are viewing the current issue or back issues.

**It's targeted:** You can partner your message with editorial content that highlights your region.

Spotlight is published the first of each month. Space reservations are due one month prior to the publish date. Artwork is due 15 days prior to publish date.



## Spotlight schedule:

January: Canada

February: Western

March: Northeastern

April: Southeastern

May: Western

June: Northeastern

July: Southeastern

August: Western

September: Northeastern

October: Southeastern

November: Student

December: Editors' Picks

## THREE ADVERTISING OPTIONS

### VIDEO CLIP



Let our planners see and hear what you offer!

### SKYSCRAPER AD



Up to three Skyscraper ads appear on each side of the Spotlight e-magazine.

Your Skyscraper ad includes a link to your Web site.

### SPONSORSHIP



You receive a banner ad and sponsorship credit on the top of the e-mail, plus a sponsorship credit and a top-position banner ad on the e-magazine.

## Technical requirements/Rates:

<b>VIDEO CLIP</b>	All videos must be YouTube compatible, less than 10 minutes long, and under 100 MB. MPEG 4 format at 30 fps rate, 320 x 240 resolution, and MP3 Audio is preferred.	\$1,000 for one issue
<b>SKYSCRAPER AD</b>	Art must be 160 x 400 pixels in size, jpg format, static or animated gif, total file size not to exceed 72k.	\$1,500 for three issues*
<b>SPONSORSHIP</b>	Banner art must be 540 x 80 pixels, jpg format or static/animated gif, and not exceed 72k.	\$2,250 for three issues*

\* Single issue contracts may be available. Contact your sales representative.

Technical questions? Call Jim in our IT department at 1-800-767-3489, ext.120 or e-mail [Webmaster@GroupTourMedia.com](mailto:Webmaster@GroupTourMedia.com).

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