

SMOKY MOUNTAIN

TOUR GUIDE

Beautiful scenery, great food, wonderful attractions and unique history make the Smokies the perfect destination for group trips. For travel suppliers, this means extensive promotional efforts as businesses jostle to compete for a spot on group itineraries. As the leading media company serving the group travel industry for more than 20 years, our job is to make that easier. The **2nd annual Smoky Mountain Tour Guide** does that by connecting over 20,000 group travel organizers with area destinations, restaurants and attractions.

Produced in partnership between **Leisure Group Travel** and **Tour Smokies**, the Smoky Mountain Tour Guide publishes in December 2020 and features creative editorial, vibrant

imagery and professionally crafted itineraries. Your participation in the 2021 Smoky Mountain Tour Guide will ensure that your marketing message is in the hands of buyers year-round, attracting new travelers and providing fresh ideas for repeat visitors.

Put your Smoky Mountain hospitality ahead of the competition and encourage groups from near and far to include your destination in their Smoky Mountain adventure!

Sincerely,
Cheryl Rash

Cheryl Rash

RESERVE SPACE BY OCT. 15

■ **Distributed to 20,000+** Leisure Group Travel subscribers including tour operators, bank travel clubs, senior, affinity and religious groups.

■ **Displayed at group industry trade shows,** marketplaces and conferences that Tour Smokies and Leisure Group Travel attend.

■ **Digital edition emailed to 10K** opt-in subscribers, featured on TourSmokies.com and LeisureGroupTravel.com

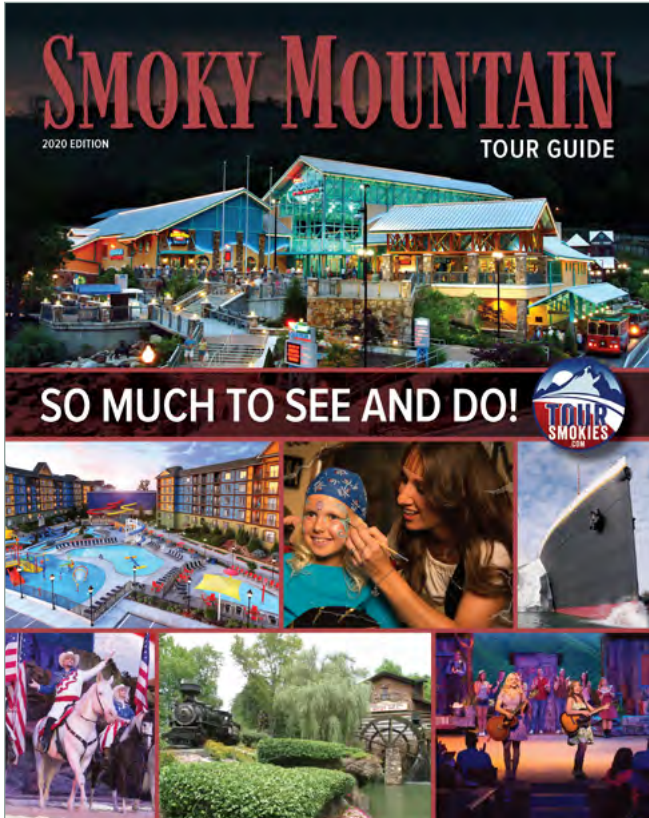
■ **Social media promotion** throughout the year to group travel buyers from niche markets reunions, religious and student travel.

■ Reserve your space by October 15th and receive a **FREE 75-word and photo listing** in the industry's leading annual publication, Group Travel Destinations

For more details, please contact Cheryl Rash at Cheryl@PtmGroups.com or call 630-794-0696, ext 512.

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RESERVE BY OCTOBER 15

Reserve your space before the deadline. Simply complete this form and send to Cheryl@PtmGroups.com or fax to 630-794-0652.

Ad Space Deadline: 10/15/20

Ad Materials Deadline: 10/22/20

Publishing & Billing Date: December 2020

	SIZE	RATE CARD	YOUR RATES
	Site InSpection	\$2,795	\$2,495
	Full-page	\$5,095	\$3,995
	Half-page	\$3,495	\$2,995
	Third-page	\$2,495	\$2,025
	Quarter-page	\$1,895	\$1,595
	Sixth-page	\$1,195	\$895

COMPLETE THE FORM BELOW

Company: _____

Contact: _____

Billing Address: _____

City, State, ZIP: _____

Email: _____ Phone: _____

Signature & Date: _____ Total: _____