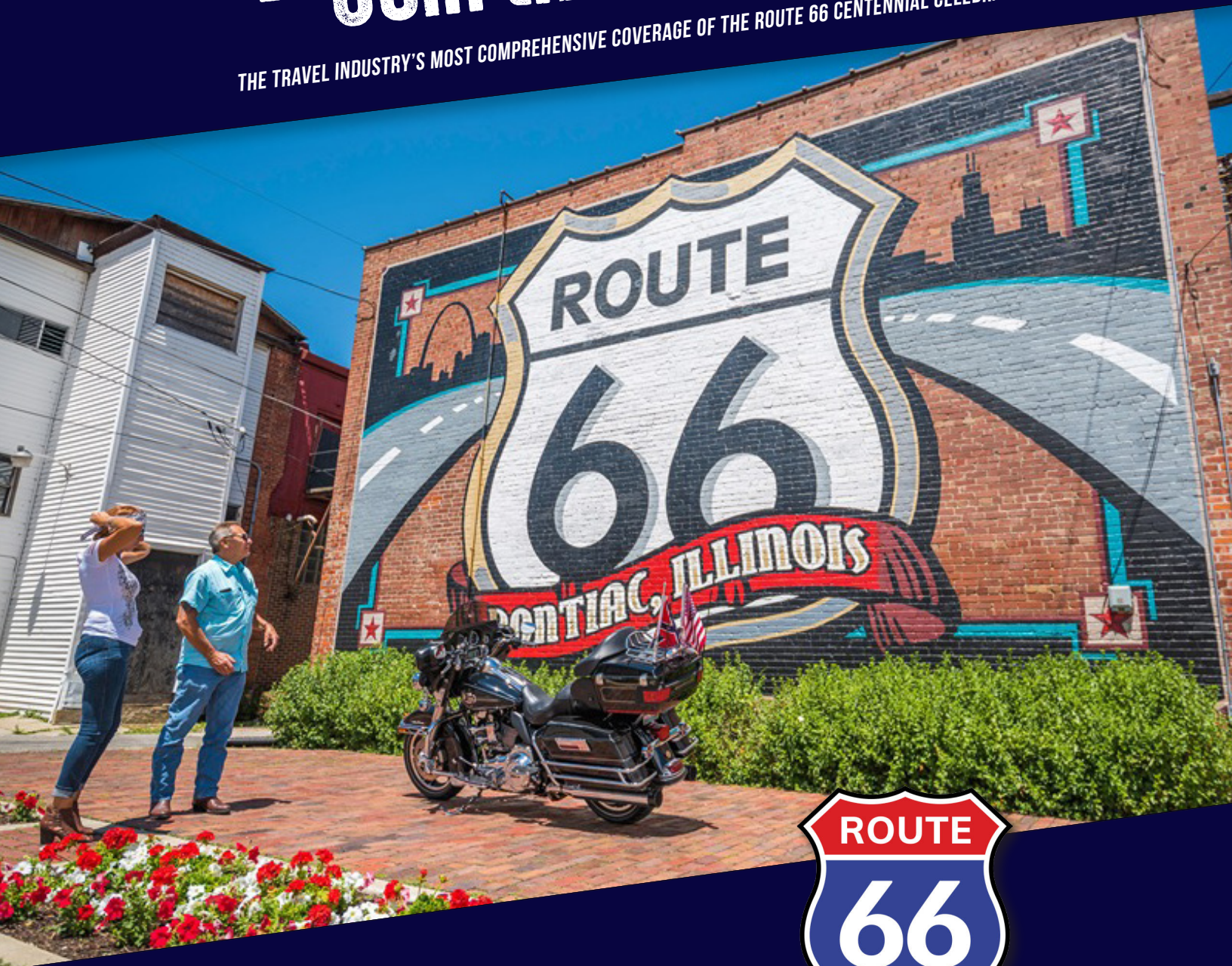




The Mother Road Turns 100 – Join the Journey!

THE TRAVEL INDUSTRY'S MOST COMPREHENSIVE COVERAGE OF THE ROUTE 66 CENTENNIAL CELEBRATION



Celebration
MEDIA KIT



PREMIER
TRAVELMEDIA



Once-in-a-Lifetime Opportunity

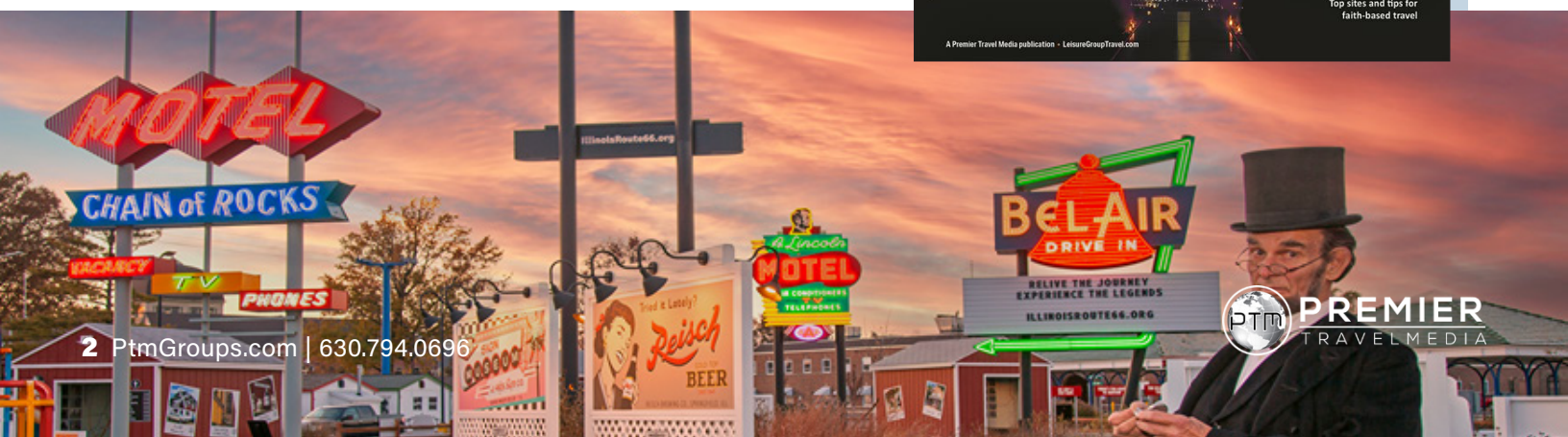
As we gear up for the 2026 Route 66 Celebration there is an undeniable buzz in the air. Destinations and attractions are preparing to roll out the red carpet for travelers.

Premier Travel Media is helping destinations and attractions capitalize on the buzz around traveling to celebrate the Route 66 Centennial. We have created strategic content platforms that connect you with domestic and international travel planners, educators, tour operators, and travel advisors actively building Americana travel experiences for 2026.

Through a new pop-up newsletter, InSite on Route 66 and the Route 66 Celebration Trip Planner, we're providing high-visibility opportunities for partners to showcase their events, historic sites, and themed itineraries to an audience eager to engage with the Route 66 Centennial Celebration.

Our multi-brand distribution—spanning *Leisure Group Travel*, *Student Travel Pro*, *Destination Reunions*, and *Inbound Insider*—ensures that our partners' stories reach targeted, qualified decision-makers across every segment of leisure travel.

- ▶ September 2025 is the launch of a new and exciting e-newsletter, InSite on Route 66. With a reach of **43,000+** readers, comprised of our subscribers at *Leisure Group Travel*, *Student Travel Pro*, *Destination Reunions* and *Inbound Insider newsletters*, this is your inbox connection to leading travel planners worldwide.
- ▶ In January 2026, our flagship publication *Leisure Group Travel* will feature a Route 66 Trip Planner reaching **12,000** print subscribers, **30,000** digital edition readers and **43,000** newsletter recipients.





CELEBRATE A HISTORIC MILESTONE

Align your brand with the celebration of the Route 66 Centennial Celebration, gaining visibility during a time of heightened interest in U.S. history and culture.



REACH AN ENGAGED AUDIENCE

Access the dedicated readership of *Leisure Group Travel* through 30,000 digital readers in January 2026 and 12,000 in the February 2026 print edition. Ongoing digital marketing to 43,000 InSite Route 66 readers begins September 2025!



UNPARALLELED EXPOSURE

Be a focal point for tour planners seeking the perfect destinations for their travelers. Showcase your message across all Premier Travel Media group travel brands – email, social, website and print channels.



RATE AND PACKAGES

★ PACKAGE A

- ✓ Full Page Ad in Route 66 Celebration Planner
- ✓ InSite Route 66 Celebration Leaderboard Ad – 3 months
- ✓ Social Media Campaign: Paid & Organic
- ✓ Rate Card: \$8,589 **Your Rate: \$6,875**

★ PACKAGE B

- ✓ Half Page Ad in Route 66 Celebration Planner
- ✓ InSite Route 66 Celebration Leaderboard Ad – 3 months
- ✓ Social Media Campaign: Paid & Organic
- ✓ Rate Card: \$6,898 **Your Rate: \$5,595**

★ PACKAGE C

- ✓ Full-page Sample Itinerary in Route 66 Celebration Planner
- ✓ InSite Route 66 Celebration Featured Itinerary
- ✓ Social Media Campaign: Paid & Organic
- ✓ Rate Card: \$4,294 **Your Rate: \$3,435**

★ PACKAGE D

- ✓ Third Page Ad in Route 66 Celebration Planner
- ✓ Social Media Campaign: Organic
- ✓ Rate Card: \$2,595 **Your Rate: \$2,079**

★ PACKAGE E

- ✓ Sixth Page Ad in Route 66 Celebration Planner
- ✓ Social Media Campaign: Organic
- ✓ Rate Card: \$1,295 **Your Rate: \$1,039**



SECURE YOUR PACKAGE NOW!
**BEGIN MARKETING QUALIFIED
PACKAGES IMMEDIATELY!**



SIGN-UP FORM:

Company _____
Contact _____
Address _____
City, State, Zip _____
Email _____ Phone _____
Signature & Date _____ Total _____

By signing this insertion order you agree to our terms and conditions. View online at <http://ptmggroups.com/terms-conditions>.



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WITH YOUR PARTICIPATION IN THE ROUTE 66 CELEBRATION PLANNER YOU CAN ACCESS THESE LEADING B2B TRAVEL MEDIA BRANDS



LEISURE GROUP TRAVEL

Unparalleled reach to group travel decision makers.



DESTINATION REUNIONS

The gateway to reaching family reunions & multi-generational groups.



INBOUND INSIDER

A broad spectrum of members with a fresh perspective on visiting the United States.



STUDENT TRAVEL PRO

The ultimate platform to reach the student travel market.

**START
PROMOTING
TODAY!**

ASK YOUR REP FOR DETAILS