

# GroupTour SPOTLIGHT e-magazine

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

## Who reads *Spotlight*?

A pool of 6,000 (and growing) tour planners across the United States and Canada. Often, *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 present issue or back issues.

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



## Spotlight schedule:

Dec. 2007: Editors' Picks

Jan. 2008: Canada

Feb. 2008: Western

March 2008: Northeastern

April 2008: Southeastern

May 2008: Western

June 2008: Northeastern

July 2008: Southeastern

August 2008: Western

Sept. 2008: Northeastern

Oct. 2008: Southeastern

Nov. 2008: Student

Each e-zine 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.

## THREE ADVERTISING OPTIONS

### VIDEO CLIP



Let tour planners see and hear what you offer!

### SKYSCRAPER AD



Up to three Skyscraper ads appear on the right side of the *Spotlight* e-magazine and include 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 skyscraper 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.	<b>\$1,000</b> 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 36k.	<b>\$1,500</b> for three issues*
<b>SPONSORSHIP</b>	Banner art must be 540 x 80 pixels. Skyscraper art must be 160 x 400 pixels. Both should be jpg format or static/animated gif. Each should not exceed 36k.	<b>\$2,250</b> 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).

GTM-7202B