



Atlantic Canada

Rates 2012

Group Travel Has Changed
And So Have We!

it's a whole new market, and
we've got it covered for you!

Exclusive
Content

we've developed an editorial
strategy specifically tailored
to the group travel market

Colourful,
Informative
In-depth Articles

Reach the Groups! Leisure | Corporate | Sport | Youth | Educational | Meetings & Conventions | and more!

groups + travel = easy



We're changing to bring you more group business!

The group travel market has changed significantly since we published the first *Group Travel Planner* over 17 years ago. We've seen new styles of groups, new needs and wants, new prime destinations, and a complete change in the perceived demographics of our industry.

Through it all we've consistently provided an essential resource guide to professional and semi-professional group travel organizers, setting the industry standard. Now for 2012, we are raising the standard again, as we adapt the *Group Travel Planner* to the tastes of our user and to continue to help you attract group business.

New this season, we'll feature engaging editorial content to help inform group travel planners of the many benefits of visiting your province. Our editorial staff will cover many topics of interest to the industry.

We've also redesigned the look and feel of the Group Travel Planner to create an inviting, easy to read format, that will keep the 2012 *Atlantic Canada Group Travel Planner* in the hands of Group Travel Planners!

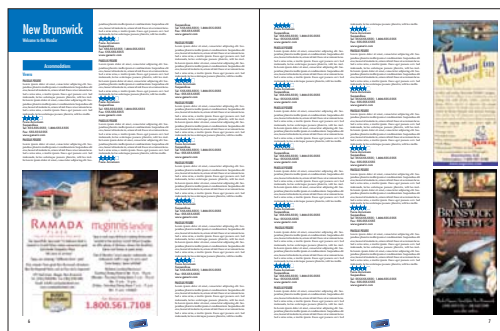
We are pleased to offer this unique opportunity to be a part of the next generation of group travel suppliers, and look forward to your participation.



Colourful, informative articles exhibit many exciting features throughout your province and assist group travel organizers in planning itineraries.



Our new layout showcases stories and information about your province in an attractive and easy to read format.



Updated and modernized styling ensures your message is presented clearly and professionally in our Directory of Suppliers.



We've refreshed our covers with teaser text and stimulating visuals.

Lead generation essentials included with every purchase

Online



- Web profile featuring photos, video link, contact information, and map locator on **GroupTravelPlanner.net**
- Option to **post unlimited packages and deals to your profile** for enhanced promotion
- Ability to **receive and respond to quote requests** from group travel organizers
- Freedom to **update and maintain your account any time** to keep your message up to date

In print

- **Strong, pre-qualified, and targeted distribution** to members of ABA, NTA, OMCA, GLAMER, QBOA, SYTA, TAP, USTOA, VMA, WRTA, and Meetings Canada
- **Product representation & promotion at multiple industry events** each year including OMCA Marketplace, NTA Convention, ABA Marketplace, and Atlantic Canada Showcase
- **Your information accessible to multiple types of group travel organizers** including: leisure, meeting & convention, youth, cultural, corporate, sport, and educational
- **Affordable tool to reach a highly lucrative niche market** with one ad buy, freeing up funds to promote your business to other desirable audiences
- Get the best promotion & placement from the **industry leaders in group travel planner publishing** for 17 years



we've asked...

The Planners Responded

It's all new for 2012!

Now *Group Travel Planner* is packed with **even more content relevant to what professional planners are looking for**. No longer just points of interest, we've developed all new editorial strategies for planning 2.0!

Arts & Entertainment Art galleries, theatres, and performing arts events occurring throughout a province

Nature & Adventure/Eco Tours For the adventurous, non-traditional, outdoors group of travelers

Top 10 Lists Outlining the best of a province in a variety of categories including attractions, local "must sees", food, and more

Local Flavours Highlighting unique cuisines that are considered local specialties or favourites

History Take a step back in time to discover how the past has influenced the present

Seasonal Showcasing various activities happening throughout the seasons

Off the Beaten Path Discovering that some of the greatest travel experiences come from some of the most unexpected places

Shopping Destinations Offering up suggestions as to the best shopping locales

Signature Events Spotlighting multiple local and popular events

Budget Friendly Group Travel Plan great trips for groups without breaking the bank

Key Industry People Q&A with key travel industry professionals

Itineraries Sample multi day schedules to help make planning easier

Only in 2012 Events and celebrations happening exclusively in 2012

Experiential Travel Make your group's trip memorable with one of a kind experiences

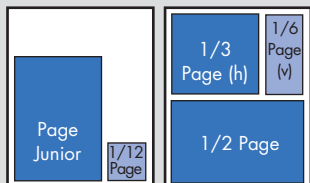
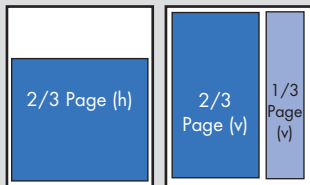
Group Travel Planner Professionals Q&A Q&A with experienced travel planning professionals

Green Travel Learn how to reduce your group's carbon footprint and still plan a great trip

Meetings & Conventions Outlining industry trends and M&C facilities in multiple cities



Ad sizes:

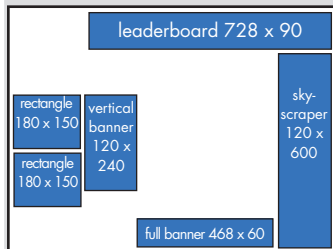


BONUS

All display ad purchases include one free print and web profile.

For technical specifications please contact:
info@grouptravelplanner.net

Banner sizes:



BONUS

All banner ad purchases include one free web-only profile.

We gladly work with cooperative advertising groups!



Holiday Media:

1888 Brunswick Street, Suite 609
 Halifax, NS B3J 3J8

info@grouptravelplanner.net

800-537-5507

www.grouptravelplanner.net

Print Options: Solid Impact For Every Budget!

Publication Date: September 2011

Ad Size	Dimensions	Rates
Editorial Profile	75 words max. (plus full contact info)	\$274
1/12 NEW!	2 1/8" w x 2 3/8" h	\$425
1/6	2 1/8" w x 4 7/8" h	\$810
1/3 H	4 1/2" w x 4 7/8" h	\$1335
1/3 V	2 1/8" w x 10" h	\$1335
1/2 H	6 3/4" w x 4 7/8" h	\$2190
Junior Page	4 1/2" w x 7 1/2" h	\$2399
2/3 Page H	6 3/4" w x 6 3/4" h	\$2580
2/3 Page V	4 1/2" w x 10" h	\$2580
Full Page	Non-bleed 7" w by 10" h Full-bleed 8 1/8" w by 10 3/4" h*	\$3685
Inside Cover	Same as full page	\$4480
Back Cover	Same as full page	\$5320
Double Page Spread	Full-bleed 16 1/4" w x 10 3/4" h	\$6654

*add 1/8" for bleed

Print run of 8,000 copies

Web Options: Measurable, Customizable and Cost Effective

Ad Size	Dimensions	Rates
Web only profile	75 words max. (plus full contact info and photos)	\$199
Newsletter sponsorship	728px w x 90px h	\$495
Full Banner	468px w x 60px h	
	Sub-region Pages	\$295
	Regional Pages	\$340
	GTP.net Home Page	\$375
Rectangle	180px w x 150px h	
	Sub-region Pages	\$325
	Regional Pages	\$390
	GTP.net Home Page	\$495
Vertical	120px w x 240px h	
	Sub-region Pages	\$425
	Regional Pages	\$510
	GTP.net Home Page	\$625
Skyscraper	120px w x 600px h	
	Sub-region Pages	\$885
	Regional Pages	\$1195
	GTP.net Home Page	\$1845
Leaderboard	728px w x 90px h	
	Provincial Pages	\$1245
	Regional Pages	\$1495
	GTP.net Home Page	\$2395

Banner Placement

Provincial/Sub-Region Pages — ad placement on selected provincial/sub-region landing pages and all trails within selected province/sub-region (e.g. placement on the Nova Scotia landing page and all trails within Nova Scotia or placement on the Southern Ontario landing page and all trails within Southern Ontario)

Regional Pages — ad placement on either Atlantic Canada, Quebec, Ontario or Western Canada landing pages and subsequent provincial/sub-region pages within selected region (e.g. placement on the Atlantic Canada page and all provincial landing pages within Atlantic Canada or placement on the Ontario page and all sub-region landing pages within Ontario)

GTP.net Home Page — ad placement on the GroupTravelPlanner.net home page and regional landing pages (e.g. placement on the home page and the Atlantic Canada, Quebec, Ontario, Western Canada and New England landing pages)