



MEDIA KIT

SPRING | SUMMER 2020



RIVER TRAVEL MAGAZINE SPRING | SUMMER 2020



**ADVERTISING IN RIVER TRAVEL
MAGAZINE MEANS THAT WITH EACH
ISSUE, YOU REACH MISSISSIPPI
RIVER TRAVEL ENTHUSIASTS
VIA PRINT, DIGITAL, AND WEB
THROUGHOUT THE YEAR!**

**Receive 15% off when you reserve an Ad
Package by June 1st. 10% off if reserved by
July 1st.**



SPRING | SUMMER 2020

EDITORIAL LINE



KICK THE DOORS OPEN— SUMMER ON THE RIVER

**JULY 4TH FESTIVALS,
COUNTRY MUSIC,
GRILLING OUT, AND
HITTING THE ROAD**

BEST OF THE RIVER— ROAD TRIP AWARDS

**BEST OF DINING,
ACCOMMODATIONS,
AND ATTRACTIONS ON
THE RIVER ROAD.**

CAMP THE RIVER

**WALK IT IN, DRIVE
IT IN, OR UNLOCK
THE CABIN**

RIVER FOOD

**FROM BARS TO
FARMS AND CHEESE
CURDS TO TAPAS**

HIT THE ROAD

**ROADSIDE
ATTRACTIONS, ART
& YOGA, FESTIVALS,
AND MORE!**

PACK THE POOCH

**PET FRIENDLY
LOCATIONS YOU'LL
BOTH LOVE**

BEER & TUNES

**MUSIC FESTIVALS,
BREWERIES, AND
RIVER RESTAURANTS.**



RIVER TRAVEL MEDIA CAN CONNECT YOU WITH TRAVEL WRITERS WHO CAN CREATE YOUR ORIGINAL EDITORIAL.

Space reservation is first come first serve.

ADDED VALUE FOR EDITORIAL PACKAGES

1 DISTRIBUTION

- Up and down the Great River Road, interpretive centers, and a nationwide subscription service.

2 DIGITAL ADS

- Digital Advertisements will be linked to your home page or any URL of your choice
- Unique E-Blasts to Opted-In River Travelers

3 DIGITAL ISSUE

- Hyperlinked ads to your homepage or url of your choice.

4 WEBSITE CONTENT

- Editorials are published on rivertravelmagazine.com
- Inclusion in the online travel directory
- “Request Information” button for readers to quickly request your destination materials

5 SOCIAL MEDIA CAMPAIGN

- Twitter, Facebook , and Instagram postings highlighting your destination.



AD PACKAGES

All Ad Packages include the following digital added value!

- Featured Destination Spotlight on www.rivertravelmagazine.com with photo and destination title dedicated webpage (www.rivertravelmagazine.com/destination)
- High resolution photos to be included on designated URL page
- Active URL buttons with live links to direct traffic
- Social Media Posts on Facebook and Twitter
- Direct visitors request leads

OPTION 1 \$3,500 NET

**FULL PAGE ADVERTISEMENT
TWO FULL PAGE EDITORIAL
BANNER AD | E-BLASTS**



**12 MONTH
DIGITAL
CAMPAIGN!**

900 words of original editorial and 7-10 high resolution pictures to accompany the editorial piece.

- 12 months digital impressions
- 4 seasonal E-blasts
- Additional text in Travel Directory Section

OPTION 2 \$2,750 NET

**FULL PAGE ADVERTISEMENT
FULL PAGE EDITORIAL
BANNER AD | E-BLASTS**



**6 MONTH
DIGITAL
CAMPAIGN!**

600 words of original editorial and 5-7 high resolution pictures to accompany the editorial piece.

- 6 months digital impressions
- 2 Seasonal E-Blasts
- Additional text in Travel Directory Section

OPTION 3 \$2,000 NET

**HALF PAGE ADVERTISEMENT
HALF PAGE EDITORIAL
BANNER AD**



**3 MONTH
DIGITAL
CAMPAIGN!**

You will be able to submit 300 words of original editorial and 3-5 high resolution pictures to accompany the editorial piece.

- 3 months digital impressions

Non package, A la carte ad space available - Full Page = \$1,750

Non package, A la carte ad space available - ½ half page = \$1,250

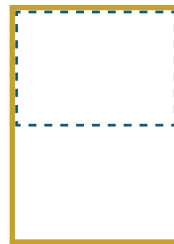


RIVER TRAVEL MAGAZINE AD SPECS



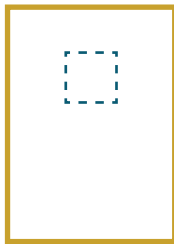
FULL PAGE AD

Bleed: 8" W x 10.75" H
Trim: 7.75" W x 10.50" H
Live Area: 7.25" W x 10" H



HALF PAGE AD

Bleed: 8" W x 5.375" H
Trim: 7.75" W x 5.125" H
Live Area: 7.25" W x 4.625" H



DIGITAL AD

250x250
40 KB or less
JPEG, static GIF or PNG file

REQUIRED FILE FORMAT

PDF, 300 dpi, fonts embedded, CMYK.
No low-resolution or RGB files will be accepted.
All ad orders are subject to the publisher's acceptance.
Terms and Conditions apply.



OPTION 3

Full Page ad
2 Full Page
Editorial
12 months



OPTION 2

Full Page ad
Full Page
Editorial
6 months



OPTION 1

1/2 Page ad
1/2 Page
Editorial
3 months



A LA CARTE

Full page ad



A LA CARTE

1/2 page ad

Name of Business: _____

Contact Person: _____

Phone Number: _____

Email address: _____

Signature: _____

Please direct all ad sales materials to ▼

AMY@RIVERTRAVEL.ORG



Bill me in 2019.



My 2019 budget is set. Bill me in 2020.

Payment due net 30 days from invoice. Invoices will be sent via email. A 2.5% charge will be added to late payments. Returned checks will incur bank fees.