

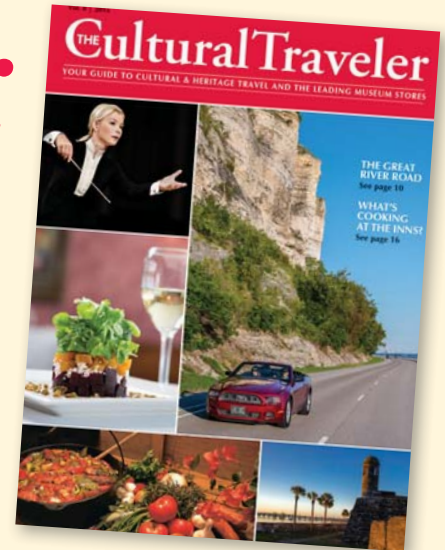
THE Cultural Traveler

Your Guide To Cultural & Heritage Travel,
Leading Museums and Museum Stores

The Cultural Traveler, distributed in partnership with the U.S. Cultural & Heritage Tourism Marketing Council and Shop America Alliance, reaches more than 100,000 domestic and international visitors, tour operators and travel partners through print and online versions.

DEADLINES

SPACE RESERVATIONSSeptember 30, 2016
 ADVERTORIAL MATERIALOctober 7, 2016
 CAMERA READY ADS October 21, 2016
 DISTRIBUTION SHIP DATEDecember 12, 2016



2017 ISSUE—ADVERTISING OPPORTUNITIES



- **EXCLUSIVE:** The only publication devoted to Cultural Heritage Travel and Shopping in North America. Shopping and Cultural Heritage Travel are among the top activities of all tourists in North America!
- **COST EFFICIENT:** \$2950 Per Page Net. All production and final copy edit is included in Advertorial pages.
- **FORMAT:** Attractive Full Page, Full Color Advertorials showcase each Destination, Museum and Museum Store in a user-friendly high-res image guidebook. Size 8.125" X 10.875" Paper Stock: 60 lb. gloss, with 80 lb. UV coated cover
- **DISTRIBUTION:** 40,000 print copies plus online postings. Shop America Alliance and U.S. Cultural & Heritage Tourism Marketing Council will distribute *The Cultural Traveler* at top U.S. and international travel trade events. AAA members in the USA and Canada, Select Registry Inns, America's Byways Visitor Centers, select AIA/NTA partner visitor centers and gift shops and Tourism Leaders receive *The Cultural Traveler*. Each participant will receive copies for their own distribution. The Cultural Traveler E-blast is sent to more than 30,000 travel agents and tour operators in the U.S., Canada and worldwide with a direct link to each advertiser's web site.
- **ONLINE:** *The Cultural Traveler* will also be featured at TheCulturalTraveler.com, ShopAmericaTours.com and other selected web sites. TheCulturalTraveler.com provides direct access to and enhanced Google search for content in *The Cultural Traveler*.
- **ADVERTORIAL FULL PAGE** Special Package— \$2950 Net Full color, full page, all production included Provide logo, up to 5 high res images (300 dpi) and up to 300 words of copy. Publisher will edit copy as necessary and provide one proof in PDF format. Includes 100 copies of *The Cultural Traveler* for your distribution or resale.
- **DISPLAY ADS** are accepted for *The Cultural Traveler* provided that they promote Cultural and/or Heritage travel and meet with final layout approval.
- **SPECIAL SECTIONS** promoting cities, states, regions or cultural groups are also available with reprint options at discounted rates. Ask for your custom proposal.
- **GUEST EDITORIAL** from cultural heritage leaders and trendsetters enhances readership.

RATES

\$2950 Net per full page ADVERTORIAL (includes production) or DISPLAY Ad (camera ready)

\$2495 Net discounted full page advertorial or display ad for MSA, USCHT OR SAA Members or multiple page advertisers

\$5700 Special Combo Package Includes: One Year membership in the U.S. Cultural & Heritage Tourism Marketing Council with customized landing page and up to 5 Experiential Itineraries posted on TheCulturalTraveler.com and a 2-Page spread in *The Cultural Traveler* 2017 Edition. Contact your sales rep for details.

NEW! TRIBAL CULTURAL TRAVEL feature with Distribution and Promotion in Partnership with AIAN/TA (American Indian Alaska Native Tourism Association).

AIAN/TA Partner full page **\$2950** Net, production included



Sales Contacts: Liz Birdsall, Birdsall Marketing Services
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THE Cultural Traveler

2017 ISSUE—ADVERTISING OPPORTUNITIES

NINTH ANNUAL ISSUE

Comments from 2016 Advertisers

"The Cultural Traveler is an ideal publication for TravelNevada to tell the story of the remarkable history and culture of our state. We consider the guide, combined with our partnership with the U.S. Cultural & Heritage Tourism Marketing Council, to be colorful ambassadors for Nevada's 'A World Within, A State Apart' brand."



- Greg Fine, Director of Marketing,
Nevada Division of Tourism/TravelNevada

"Advertising in *The Cultural Traveler* gives us an opportunity to introduce a new audience to Bloomington and the Minneapolis/Saint Paul area's flourishing arts and cultural offerings. Although our cultural attractions are less known than our world-famous Mall of America, they provide visitors another inviting perspective of our local community."



- Jan Kroells, Vice President of Marketing,
Bloomington, Minnesota Convention & Visitors Bureau

PUBLISHER:

U.S. Cultural & Heritage Tourism Marketing Council and Shop America Alliance, in partnership with Skies America Publishing Co.

EDITORIAL:

ROSEMARY MCCORMICK
ShopAmericaTours@aol.com
Phone 707-224-3795

DISPLAY AD SPEC SIZE

US SIZE	Non-Bleed	Bleed
FULL PAGE	7.375" x 10.125"	8.375" x 11.125"
TRIM SIZE	8.125" x 10.875"	

CHINA SIZE	Non-Bleed	Bleed
FULL PAGE	7.8" x 9.8"	8.5" x 11.49"
TRIM SIZE		8.26" x 11.25"

Note: On all bleed materials, keep live matter .25" inside trim on all four sides to allow for variations in trimming, folding and binding. Ads for China must include native files for translation in Mandarin.

Saddle Stitch Bindery

MATERIAL INFORMATION

Display Ad digital file requirements:

Acceptable programs include: InDesign, Quark, PhotoShop, Illustrator, or PDF files. All images must be 300 dpi or greater. Disks should include both screen and printer fonts. A color proof must accompany all ads. Changes to submitted ads are subject to additional cost to be incurred by the advertiser.

SHIPPING INFORMATION

All materials must be at Skies America in Beaverton, Oregon, on or before closing date.

Send all art materials, and electronic files and final proof to:

CINDY PIKE

Skies America Publishing Company
9735 SW Sunshine Ct., Suite 800
Beaverton, OR 97005
Phone: 503/520-1955 ext. 154

Ads and Advertorial materials sent by e-mail should go to cindyp@skies.com.

FTP ADDRESS

Server / Host: ftp.skies.com
User Name / User ID: ads@skies.com
Password: skiesads
Connect using FTP with TSL/SSL
Path / Directory: TheCulturalTraveler

*Please do not include spaces or symbols other than underscores in file names.

You must notify cindyp@skies.com after your files have been transferred.

**FTP access not available through Internet. Search Internet for Free file transfer or FTP software.

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