

2018 TRAVEL PLANNER RATE CARD

FREQUENCY	1X	3-5X	6-8X	9-11X	12X
All state Editions (2,472K circ) (Full Run)	\$17,190	\$16,500	\$15,815	\$14,575	\$14,355
Southwest (576K circ) (TX, AR, LA, OK, MO)	\$6254	\$6005	\$5755	\$5470	\$5220
South Central (673K circ) (AL, TN, MS, KY, WV, IN, IL, OH, MI, WI)	\$6769	\$6500	\$6225	\$5925	\$5650
Mid-Atlantic (594k circ) (NC, VA, MD, DC, DE, PA, NJ, NY)	\$6254	\$6005	\$5755	\$5470	\$5220
South Atlantic (629K circ) (FL, GA, SC)	\$6458	\$6200	\$5940	\$5650	\$5390

• Frequency discount based on insertions within 12-month period • Six (6) 4" ads per page

TRAVEL PLANNER CPM TABLE

600,000 circ	\$6,254
Add'l per K	\$7.05
1,200,000 circ	\$10,486
Add'l per K	\$5.65
1,900,000 circ	\$14,440
Add'l per K	\$4.81

Minimum purchase of 600k circulation required.

Notes:

- Regional combinations available using table below.
- State or regional editions may include circulation from adjacent states.

HOW TO FIGURE MULTIPLE STATES

Example: Southwest and South Atlantic	
Total Circulation:	1,205,000
First 1,200,000 Cost:	\$10,486
5,000 at \$5.65 per K:	\$28
Total Cost:	\$10,514

AD SIZE AVAILABLE	WIDTH	HEIGHT
Travel Planner	2.25"	4"

All ads must be sent via the Time Inc. Ad Portal:
[HTTPS://DIRECT2TIME.SENDMYAD.COM](https://direct2time.sendmyad.com)

FILE TYPE: PDF/X1-A ONLY

- All color must be CMYK. No spot colors.
- Images must be 300 dpi. No LZW compression.
- Do not embed ICC profiles or any other type of color management.
- Colored text should be a minimum of 9 pts.

The image shows a grid of six travel planner ads. At the top, the 'SL TRAVEL PLANNER' logo is displayed with the tagline 'VISIT SOUTHERNLIVING.COM TO PLAN YOUR TRIP AND GET FREE INFORMATION'. Below the logo, the ads are organized by region:

- ALABAMA:**
 - Hometown Comfort and Great Value!**: Advertisement for a hotel with amenities like free internet, room upgrades, and breakfast.
 - THIS APP SHOULD COME WITH HAPKINS**: Advertisement for a mobile app related to the Alabama BBQ Trail.
- NORTH CAROLINA:**
 - greensboro**: Advertisement for Greensboro, NC, highlighting its central location and various activities.
- KENTUCKY:**
 - High Hampton Inn**: Advertisement for a historic inn in Lexington, KY.
 - Trail of Tears Intertribal Pow Wow**: Advertisement for a cultural event on September 12 & 13.
 - Tobacco War Pilgrimage**: Advertisement for a historical event on September 25 & 26.

/ TECHNICAL QUESTIONS /
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