

## EMAIL

Stay top-of-mind by being top-of-inbox. Pair your message with group-friendly content that commands attention. Speak with your Media Consultant about sponsorship opportunities.

**Net Cost: \$2,300**

### A. DIGITAL EDITION ANNOUNCEMENT

- Open Rate 10%
- Click-Through Rate 8.34%

### B. SPOTLIGHT NEWSLETTER

- Open Rate 7.75%
- Click-Through Rate 8.63%

### C. GROW YOUR BUSINESS

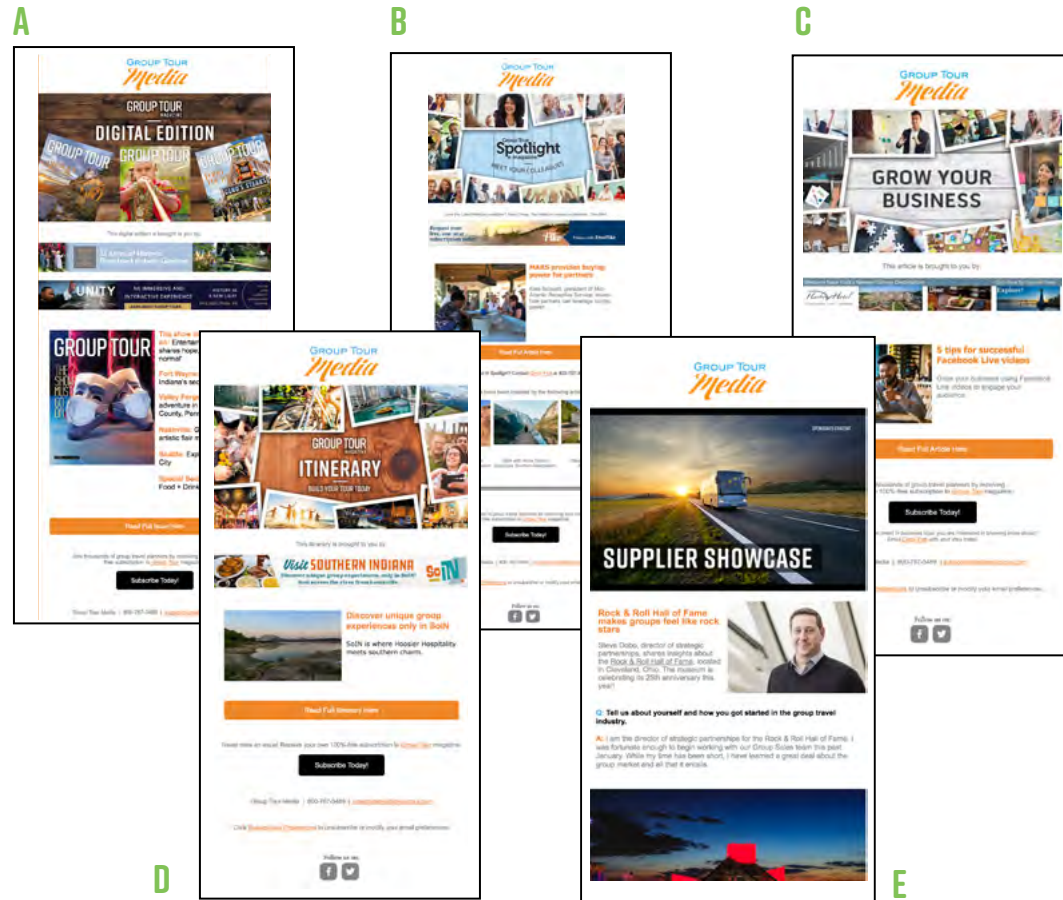
- Open Rate 7.2%
- Click-Through Rate 10.9%

### D. ITINERARY BUILDERS (ASK ABOUT AN UPGRADE)

- Open Rate 8.3%
- Click-Through Rate 10.37%

### E. SUPPLIER SHOWCASE

- Open Rate 9.91%
- Click-Through Rate 3.35%



## New 2021 email sponsorship opportunities:

### NEWS & NOTES

As the year evolves, attractions and exhibits open, and new group-friendly programs are developed. As a sponsor of this monthly email, you may send our team information regarding what's new at your destination.

### MONTHLY ROUNDUP

The Group Tour Media team consistently posts online-exclusive content to GroupTourMagazine.com. In this monthly email, your leaderboard's message will be seen among our latest website content.