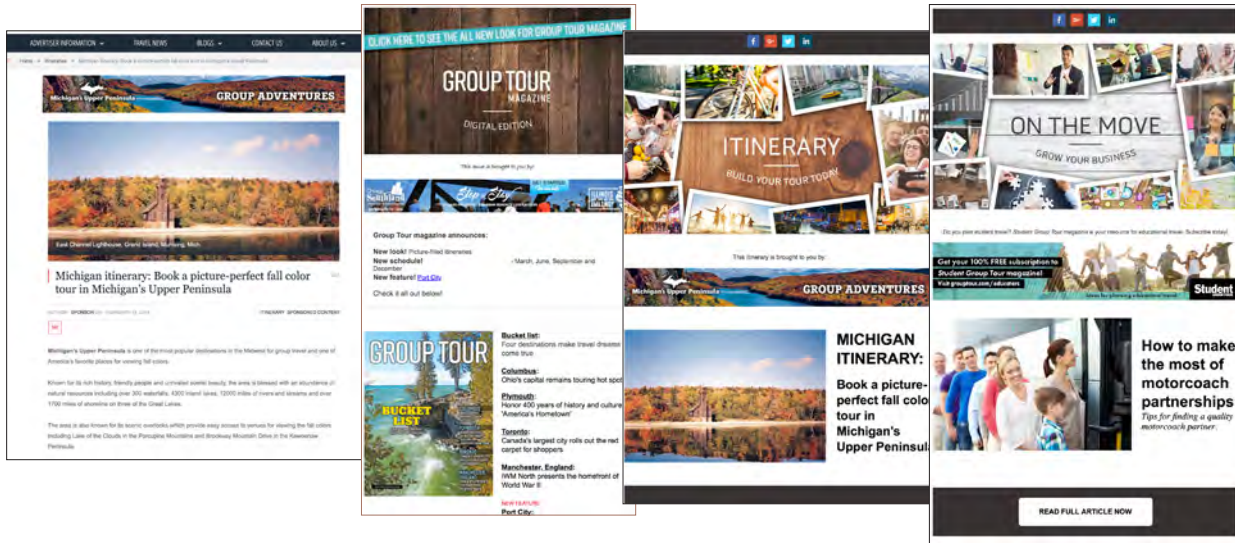


EMAIL CONTENT SPONSORSHIPS

Pair your message with group-specific content that commands the attention of tour planners



BENEFITS

HIGH ENGAGEMENT

Your message will come from Group Tour Media, the trusted source for group travel information. See open rates and stats at:

advertisers.grouptour.com/web-social-email

EXCLUSIVE SPONSORSHIP

Sponsorships are exclusive to one sponsor. Your message won't be crowded out by others.

QUALITY AUDIENCE

Group Tour's email subscribers are all active group travel planners. You'll be in front of the exact audience you need.

LONGEVITY

Readers continue to keep, review and open Group Tour emails for up to a month after they're sent.

\$2,300 per sponsorship. Most sponsorships reach over 8,000 active tour planners.

All sponsorships include leaderboard ad in the email. Leaderboard must be 728x90 pixels. Please submit in JPG or GIF format. File sizes should be 72k or smaller.

OPTIONS

DIGITAL EDITION ANNOUNCEMENT

Group travel planners receive an email announcement when the next issue of *Group Tour*, *Student Group Tour* or special editions publish. **Bonus:** in addition to sponsorship, receive a full-page ad opposite the cover on the digital edition. Ask your Media Consultant to show you an example.

SPOTLIGHT NEWSLETTER

This digital exclusive keeps tour operators in the loop on what their colleagues are doing well and what's working in the market. It's a great place to let people know you're an industry expert. Publishes monthly.

ON THE MOVE

Provides tips and tricks for tour planners to improve their business. Publishes monthly.

WEEKLY ITINERARIES

Itineraries are Group Tour's most requested content. This option includes sponsorship of the email and an itinerary on grouptour.com. Submit your own content for complete control of your message.

EDITORS PICK/TOP SPOTS

Our editors share the inside track on what's hot in the industry. As a sponsor, you can provide your own content.