

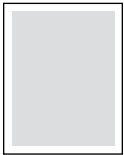
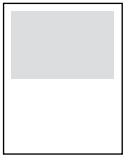
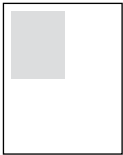
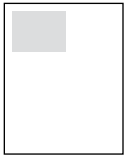
## Destination Builder Plus

This year's print offering will be in the form of a multipage, editorial-style insert placed across all of our print publications at various times throughout the year.

The multipage insert will be consistent across all print opportunities. We've categorized the editorial offerings into the tiers detailed below to help you better understand the ad spaces.

### Tier Levels

Each of the print opportunities is separated into the following pricing tiers.

TIER I	TIER II	TIER III	TIER IV
 <ul style="list-style-type: none"> <li>• Equivalent to a full-page ad</li> <li>• Three to five images (hi-res JPEG)</li> <li>• 200 words of copy, plus web address and phone number</li> <li>• Partner's logo</li> </ul>	 <ul style="list-style-type: none"> <li>• Equivalent to a half-page ad</li> <li>• Two to three images (hi-res JPEG)</li> <li>• 100 words of copy, plus web address and phone number</li> <li>• Partner's logo</li> </ul>	 <ul style="list-style-type: none"> <li>• Equivalent to a quarter-page ad</li> <li>• One image (hi-res JPEG)</li> <li>• 60 words of copy, plus web address and phone number</li> </ul>	 <ul style="list-style-type: none"> <li>• Equivalent to a sixth-page ad</li> <li>• One image (hi-res JPEG)</li> <li>• 50 words of copy, plus web address and phone number</li> </ul>



### Midwest Living Magazine

**Circulation:** 382,300

**Distribution:** OH, IN, KY, MI, WV, VA, PA and IL

Issue	Space Reservation	Creative Materials Due
<b>May/June 2019</b>	December 17, 2018	January 7, 2019
<b>July/August 2019</b>	December 17, 2018	March 4, 2019
<b>September/October 2019</b>	December 17, 2018	May 15, 2019



### Parents Magazine

**Circulation:** 385,000

**Distribution:** OH, IN, IL, KY, MI, WV, VA and PA

Issue	Space Reservation	Creative Materials Due
<b>March 2019</b>	November 5, 2018	November 5, 2018
<b>June 2019</b>	December 17, 2018	January 21, 2019
<b>September 2019</b>	December 17, 2018	April 22, 2019



### Group Tour Magazine

**Circulation:** 15,000

**Distribution:** Group tour leaders and operators actively looking for and planning group trips

Issue	Space Reservation	Creative Materials Due
<b>March 2019</b>	November 30, 2018	December 5, 2018
<b>June 2019</b>	November 30, 2018	March 5, 2019
<b>September 2019</b>	November 30, 2018	June 5, 2019



### Student Group Tour Magazine

**Circulation:** 30,000

**Distribution:** Education and student group tour leaders actively looking for and planning group trips for students

Issue	Space Reservation	Creative Materials Due
<b>April 2019</b>	November 30, 2018	January 15, 2019
<b>August 2019</b>	November 30, 2018	April 2, 2019

Please follow naming convention below:

**MediaVendorName\_InsertionDate\_OrganizationName\_Date**