

Contact Us Today!

1.855.GET.ETTS

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Escape To The Southeast Media Products
proudly and exclusively represented by



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A dark blue map of the Southeastern United States, showing state boundaries, is positioned in the background of the top half of the page. The word 'ESCAPE' is written in large, red, serif capital letters across the top of the map. Below it, the words 'TO THE' are written in smaller, red, sans-serif capital letters. The word 'SOUTHEAST' is written in large, white, serif capital letters across the bottom of the map, with a red triangle pointing to the right, forming the letter 'A' in 'SOUTHEAST'.

ESCAPE TO THE SOUTHEAST

Website & Travel Guide



Media Kit



Find the travelers that are trying to find you.



Be a part of these two great travel resources that work hand-in-hand to drive traffic, cultivate qualified leads and bring visitors to you. Have your message be seen by more than 450,000 travelers on the Website and by more than 250,000 travelers with the Travel Guide.



Escape to the Southeast Travel Guide

As a part of the annual Escape to the Southeast (ETTS) Travel Guide, your advertisement will be seen by more than 250,000 travelers — prospective visitors to your destination, attraction, accommodation, event or dining establishment. Your advertisement + ETTS multimedia = increased response and improved results.

This year, we're focusing more than ever on targeted distribution, ensuring the guides are in the hands of the most qualified travelers when they are looking for vacation ideas. This renewed focus will help this important resource maintain its position as the #1 travel guide covering the 12-state southeastern region.

PUBLICATION DATE

- September 2011

CIRCULATION

- 125,000 copies
- 250,000+ readership

DISTRIBUTION

- Direct Mail Program
- Consumer Trade Shows
- AAA Travel Offices
- Consumers (by request through www.EscapeToTheSoutheast.com)
- Visitor Centers

Escape to the Southeast.com

When your content is a part of EscapeToTheSoutheast.com (ETTS), not only are travelers able to immediately associate your destination, attraction, accommodation, event or dining establishment as a quality option to consider for their next vacation, but you have the ability to attract and more quickly interact with those who "raise their hand" and want more information directly from you.

For the first time ever, EscapeToTheSoutheast.com is providing advertisers the opportunity to receive leads from opt-in travelers – including coveted email addresses – when one of the eligible content options are chosen.

These leads include click-outs to your website, page views of your content and the travelers' self-submitted personal information.

ANNUAL TRAFFIC

- Visits: 285,372
- Pageviews: 1,911,992

STANDARD FEATURES

- Full contact information, including a link and email address
- A link to your existing website
- Unlimited calendar event listings

PARTICIPATION LEVELS INCLUDE:

Bronze Level

- Includes Standard Features
- Main Page (up to 300 words total)
- 1 Color Logo
- 1 Color Photo

Silver Level

- Includes Standard Features
- Main page and 1 sub-page (up to 600 words total)
- 1 Color Logo
- 3 Color Photos
- 3 Hyperlinks
- Leads Retrieval

Gold Level

- Includes Standard Features
- Main Page and 2 sub - pages (up to 1,000 words total)
- 1 Color Logo
- 5 Color Photos
- 6 Hyperlinks
- Leads Retrieval

Platinum Level

- Includes Standard Features
- Main Page and 3 sub - pages (up to 2,000 words total)
- 1 Color Logo
- 12 Color Photos
- 12 Hyperlinks
- Leads Retrieval

SAVE 10% & Reach More Travelers

When you advertise in the Travel Guide and Online. Call Today and Learn More: 1.855.GET.ETTS