

2024

POOLER: Discover the Charm

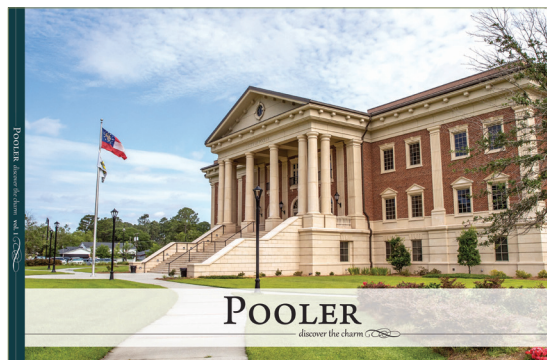


• MEDIA SHEET •

POOLER discover the charm vol. 1



POOLER
discover the charm



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ADVERTISING: SIZES & SPECIFICATIONS

Camera-ready ads must be high-quality, 300dpi in one of the following file formats: pdf, jpeg, tiff or eps.

(Please make sure all fonts are embedded or outlined to prevent font problems.)

As a service to our advertisers, we offer **basic ad design** at no additional cost. If you use these services, your design will be based on the information and files provided. The design will include 2 rounds of revisions with our graphic designer prior to final approval. Additional revisions to be handled directly by designer as time permits at a \$35 hourly rate. Start the process early.

Final design must be completed by deadline.

**Please submit all artwork to Ron Scalf
by Friday, March 8, 2024**

ADVERTISING - RATES

Full Page - \$4,000

Half Page (*H or V*) - \$3,000

Quarter Page - \$1,500

Quarter
4.51w x 3.4833h

Half Vertical
4.51w x 7.25h

Quarter

Half Horizontal
9.25w x 3.4833h

Quarter

Quarter

Full (no bleed)
9.25w x 7.25h

Full (bleed, limited premium placement)
11w x 8.5h (*trim*)
11.25w x 8.75h (*bleed*)

Ron Scalf

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The Tourism Leadership Council (TLC) serves as the leading trade organization representing tourism. We provide support to

the 27,000 local employees in the tourism and hospitality industry. With a more than \$4.4 billion economic impact, you can imagine that forming tourism partners strengthens our industry and our community. These publications serve as our largest fundraiser.

Savannah: A Southern Journey was born out of a need brought to us by our tourism partners. Businesses wanted a way to reach more visitors while they were relaxing in their hotel room, and our lodging partners wanted a high end book that provided their guests with an overview of what to do in the city.