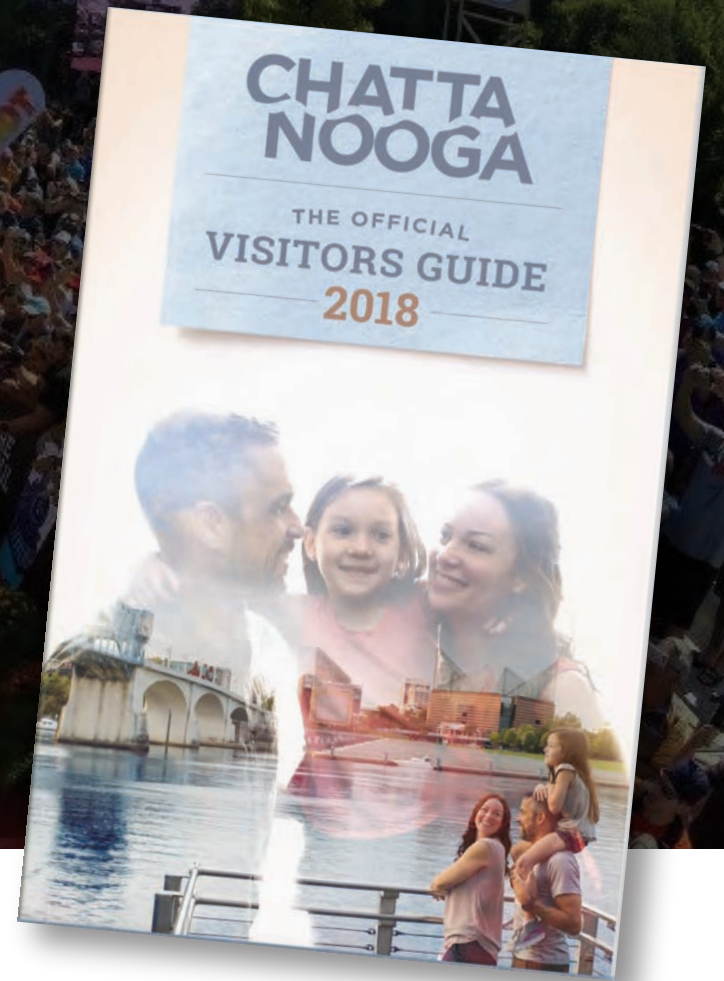


CHATTANOOGA CONVENTION AND VISITORS BUREAU

# MEDIA KIT

**TAP INTO CHATTANOOGA'S  
\$1.1 BILLION VISITOR ECONOMY**



## TOP 5 REASONS TO ADVERTISE WITH THE CHATTANOOGA CVB

1. Tap into the \$1.1 billion visitor economy
2. Reach the 15.6 million visitors to Chattanooga
3. Leverage the #1 local resource for Chattanooga visitors
4. Support CCVB in bringing 15+ million visitors to CHA
5. Grow awareness and revenue for your business

## CHANGES FOR 2019 VISITORS GUIDE

- More storytelling to inspire visitation
- Printing 300,000 first run and then on-demand as needed
- Digitally optimized version for all devices
- Increase in digital promotion budget to drive online views
- Removal of listings for restaurants and hotels to allow for more inspirational storytelling
- Cleaner, more useful maps without advertising clutter
- No 1/8 page advertisements

## ADVERTISING RATES

Full - \$5,325  
Half - \$2,750  
Quarter - \$1,460  
Double Truck - \$10,650

## PREMIUM POSITIONS

1st FP Ad in Section - \$5,500  
Centerfold - \$11,000  
Opposite Downtown Map - \$6,000  
Back Cover 3/4 Page - \$8,000

## AD SIZES

Full - 5.625" x 8.75"  
Half - 5.625" x 4.25"  
Quarter - 2.7125" x 4.25"  
Please inquire additional sizes

## THE OFFICIAL CHATTANOOGA VISITORS GUIDE

300,000+ printed copies in visitors hands. Inclusion in digitally optimized and promoted guide.

## DISTRIBUTION

Chattanooga Visitor Center, Tennessee State Visitor Centers, Hotels, Attractions, Restaurants, Conventions, Meetings, and Sporting Events. Mailed direct to visitors by request.

## SPACE RESERVATION DEADLINE

Friday, December 7, 2018

## AD DEADLINE

Friday, December 21, 2018

We can create your ad at no additional cost!

**CHATTA  
NOOGA**

## VISITOR GUIDE ADVERTISING CONTACT

Kate Brennan - kbrennan@timesfreepress.com  
(423) 757-6308

CHATTANOOGA CONVENTION AND VISITORS BUREAU

# MARKETING OPPORTUNITIES

## TAP INTO CHATTANOOGA'S \$1.1 BILLION VISITOR ECONOMY

### JOIN THE CHATTANOOGA CVB

Join the Chattanooga Convention and Visitors Bureau in its mission to bring economic and social prosperity to the region through tourism. Listing included on [ChattanoogaFun.com](http://ChattanoogaFun.com), the #1 local online resource for visitors. Editorial preference for members of the CVB in our public relations, digital, and printed materials.

**Membership Price** **\$175**

### DOWNTOWN CHATTANOOGA VISITORS CENTER

- 130,000+ Visitors Engaged Yearly
- Staffed by Chattanooga Experts 7 Days a Week
- Central Location by Electric Shuttle Terminal

Brochure Rack Slot \$175  
Additional Slots \$30 - \$50

### CHATTANOOGAFUN.COM

- 2.8 million sessions yearly
- #1 local online resource for Chattanooga visitors
- 1 million pageviews of community events
- 1 million pageviews of blog stories

### ADVERTISING RATES

Enhanced Website Listing \$175  
Digital Advertising Starting at \$400  
Social Media Featured Content Starting at \$750  
Digital Meeting Facilities Promo Package Starting at \$400

### GROUP TOUR GUIDES

Bring Motorcoaches and Leisure Groups to your business.

Group Leader Guide \$100  
Tour Operator Guide \$400

### ANNUAL CHATTANOOGA TOURISM SUMMIT

The Annual Chattanooga Tourism Summit is the largest gathering of tourism professionals in the Chattanooga area.

700+ attendees, exhibits, and sponsors supporting tourism and the Chattanooga CVB's mission.

Sponsorship Starting at \$750  
Tradeshow Exhibitor \$350



### CHATTANOOGAFUN.COM & VISITOR CENTER ADVERTISING CONTACT

Jeanna Davis - [JeannaD@chattanoogafun.com](mailto:JeannaD@chattanoogafun.com)  
(423) 424-4439

# THE ECONOMIC POWER OF VISITORS

# 15.6 MILLION VISITORS

# \$1.1 BILLION

DIRECT VISITOR SPENDING  
5% GROWTH

## TOTAL VISITOR SPENDING

FOOD & DRINK:

**\$320**  
MILLION

ENTERTAINMENT:

**\$224**  
MILLION

LODGING:

**\$188**  
MILLION

SHOPPING:

**\$271**  
MILLION

GETTING AROUND:

**\$134**  
MILLION