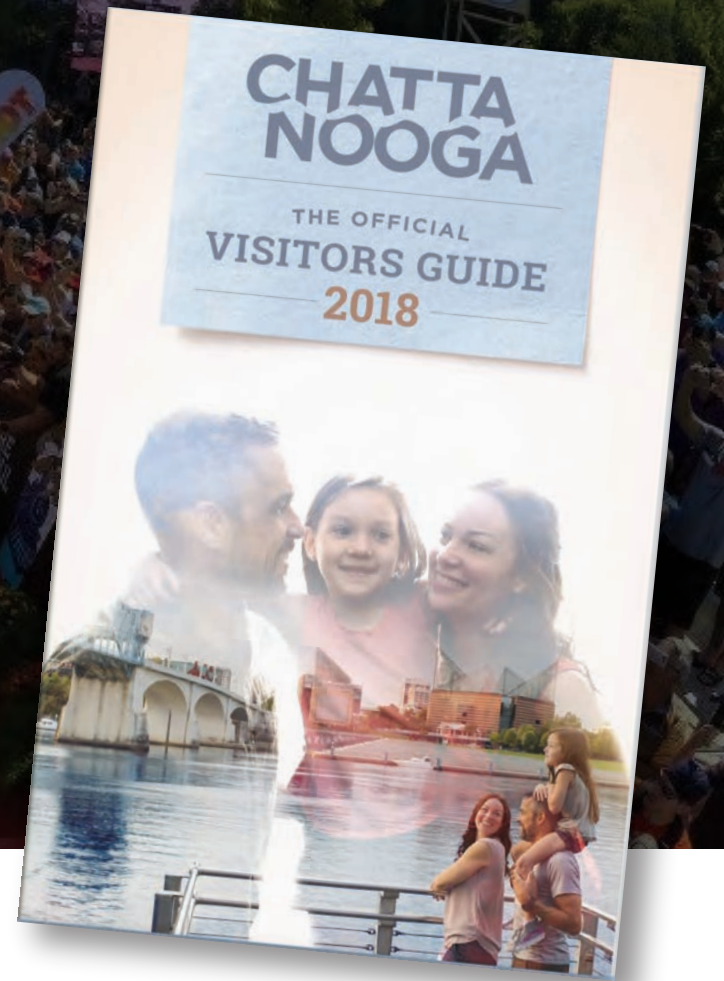


CHATTANOOGA CONVENTION AND VISITORS BUREAU

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

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!

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

CHATTANOOGA

VISITOR GUIDE ADVERTISING CONTACT

Honor Hostetler
honorh@chattanoogaacvb.com
(423) 424 - 4439

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, 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

**CHATTA
NOOGA**

CHATTANOOGAFUN.COM & VISITOR CENTER ADVERTISING CONTACT

Honor Hostetler
honorh@chattanoogaacvb.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