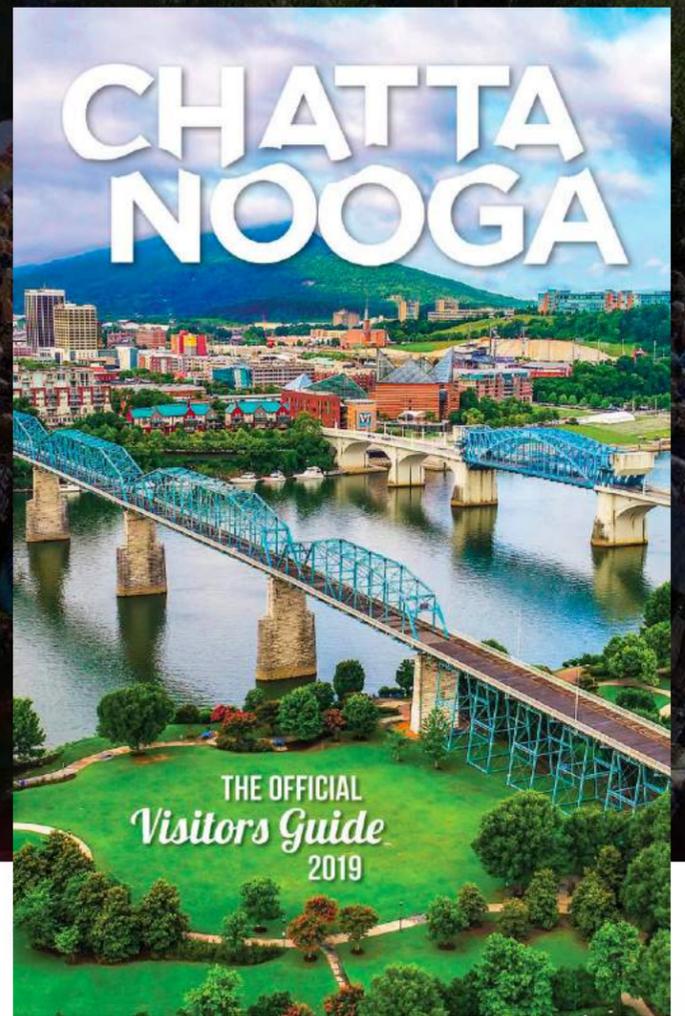


2020 CHATTANOOGA OFFICIAL VISITORS GUIDE

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 growing the CHA visitor economy
5. Grow awareness and revenue for your business

2020 VISITORS GUIDE HIGHLIGHTS

- More storytelling to inspire visitation
- Digitally optimized version for all devices
- Increase in digital promotion with more than 100,000 online views projected in 2020
- Advertising placements that align with your business focus to target your audience

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

THE OFFICIAL CHATTANOOGA VISITORS GUIDE

250,000 printed copies in visitors hands. Plus 100,000+ digitally optimized guide views.

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 6, 2019

AD DEADLINE

Friday, December 20, 2019

We can create your ad at no additional cost!

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

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

THE ECONOMIC POWER OF THE 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