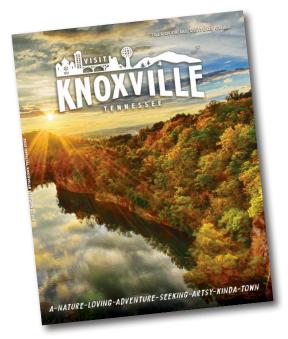


## THE POWER OF VISITOR GUIDES



84.5%

of undecided travelers were influenced to choose a destination after reading a Visitors Guide.

74.8%

felt the Visitors Guide was very important in making the decision to visit the destination.

40.5%

order a Visitors Guide to review listings of accommodations, attractions, restaurants, and other businesses in a destination.

39.5%

order a Visitors Guide to take with them on their trip.

**Source:** The Impact of DMO Visitor Guides - Destination Analysts 2021







# RESERVE YOUR AD TODAY

2024 OFFICIAL KNOXVILLE VISITORS GUIDE ADVERTISING SALES

#### **SHERA PETTY**

Sr. Director of Marketing Partnerships shera@knoxville.org • 865.599.4617

# TARGETED DISTRIBUTION

**200,000** 

READERSHIP
560,000
(2.8 READERS/COPY)

The 2024 has distribution in high traffic locations throughout the city and East Tennessee, McGhee Tyson Airport and Sevier County.

YOUR PRINT AD APPEARS IN ALL DIGITAL EDITIONS, DIRECTLY HOT-LINKED TO YOUR WEBSITE!



#### **IN MARKET**

- Downtown Visitor Center
- 10 Satellite Visitor Centers
- Sunsphere
- 90+ Knoxville Hotels and Attractions
- University of Tennessee
- Knoxville Chamber and Realtors
- Knoxville Convention Center, Conventions, Trade Shows, Sporting events, Festivals
- Individuals relocating to Knoxville
- Destination Weddings and Reunions
- 110 Knoxville and surrounding area Brochure Racks

#### OUT OF MARKET

- Exclusive fulfillment for call-in, mail-in and website requests
- Tennessee State Welcome Centers in 16 locations
- National Trade Shows and Group Sales recruiting, Meeting Planners

AVAILABLE IN DIGITAL FORMAT ON DESKTOP, LAPTOP, TABLET AND MOBILE DEVICES.

■ VISITKNOXVILLE.COM

#### **2024 VISITORS GUIDE SPEC SHEET**

#### SIZE

**Full Page (with bleed)** 

**Full Page (without bleed)** 

2/3 Page Vertical

1/2 Page Horizontal

1/3 Page (box ad)

1/3 Page Vertical

1/6 Page Horizontal





**FULL PAGE** 

BLEED: 8.25"w x 10.75"h TRIM: 8"w x 10.5"h TEXT SAFE ZONE: 7"w x 9.625"h



2/3 PAGE VERTICAL

4.5875"w x 9.625"h

#### **MEDIA & FILE FORMATS**

- Preferred File Format: High-quality PDF
- PDF files must contain only 4-color process images (CMYK).
- Visit Knoxville is not responsible for PDF files prepared incorrectly.
- Image Requirements: All images provided 58for ads should be final, color corrected, hi-resolution (300dpi) CMYK files.



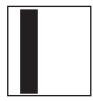
1/2 PAGE HORIZONTAL

7"w x 4.625"h



1/3 PAGE BOX

4.5875"w x 4.625" h



1/3 PAGE VERTICAL

2.2"w x 9.625"h



**1/6 PAGE HORIZONTAL** 4.5875"w x 2.375"h

#### **PRODUCTION REMINDERS:**

- Do NOT send JPEG or GIF files. Do NOT send files in RGB.
- All spot colors should be converted to process CMYK.
- The magazine prints at 300dpi (150 line screen), maximum ink density is 280%.
- Ads created in any unacceptable format will not be accepted and will need to be resubmitted or re-created.
- Preferred File Format: High-quality PDF

## KNOXVILLE HAS RECEIVED MANY ACCOLADES & NOTABLE MEDIA MENTIONS, INCLUDING:

"The 25 Best Maker Cities in the U.S."

POPULAR MECHANICS "Tennessee's Coolest City"

**AFAR** 

"Best Summer Travel Destinations"

"College Football's Greatest College Towns"



best Summer Travel Destination

W WalletHub

"The 30 Most Charming Small Cities in the USA"

**TRAVELMAG** 

"2020 Concert City of the Year"



"10 Totally Underrated U.S. Cities"

The Discoverer

"Cities Americans Are Flocking To" 24/7 Wall Street



"Where Everyone Wants to Go in 2020, According to the Internet"

### **Traveler**

