2026 MEDIA & MARKETING AUCTION

BYWAYS
Blue Ridge outdoors MAGAZINE
Explore THE VISITORS GUIDE TO THE BLUEGRASS
SB StyleBlueprint
GOING ON FAITH THE MAGAZINE FOR FAITH-BASED TRAVEL PLANNERS
GARDEN&GUN
Smithsonian MEDIA
SOJERN
meetings TODAY
LANHAM MEDIA SERVICE Printing • Display Products
miles PARTNERSHIP
hoffmanmedia
NTA
TIKI Travel is our domain.
BRIDAL GUIDE bridalguide.com
Longwoods INTERNATIONAL
2020 PULITZER PRIZE WINNER Courier Journal Louisville, Kentucky PART OF THE USA TODAY NETWORK
Blue Ridge Country EXPERIENCE THE MOUNTAINS OF THE SOUTH
OXFORD AMERICAN
WKYT STANDS FOR KENTUCKY
GuestQuest Traveler Vacation Guide
Indianapolis MONTHLY
SMALL MARKET MEETINGS
THE LOCAL palate FOOD CULTURE OF THE SOUTH
4 WSMV
FOX19 NOW
TPG Tucker Publishing Group
AFAR
DREAMSCAPES TRAVEL AND LIFESTYLE MAGAZINE
SEVEN MOUNTAINS MEDIA
NASHVILLE LIFESTYLES
Spectrum REACH
KentuckyLiving
COOMER
Good Grit
Southern Living
Ohio Magazine
THE GROUP TRAVEL LEADER INC.
SLM Media Group
longweekends
Trailhead MEDIA
select TRAVELER

7 MOUNTAINS MEDIA

MINIMUM BID: $900

(Value: $2,000)

ITEM:
Your choice of ONE. No matter the choice, each will include Unlimited Media Consultation and Strategic Planning at no additional cost.

- A Radio Campaign on the station or stations of your choice in KY, WV, PA or NY, or;
- A Website Landing Page, or;
- Creative Services – including photography, graphic design, etc., or;
- Radio Novo App Giveaway Promotion

ABOUT 7 MOUNTAINS MEDIA:
7 Mountains Media is a multimedia marketing company focusing on aligning our creative ideas with the success of our clients, which builds trust and fosters long-term partnerships. 7 Mountains Media has a deep commitment to reviving the essence of local radio and connecting with communities in meaningful ways. Our 67 handcrafted radio brands, across over 200 signals, all use engaging local content with a dedicated team of immensely creative individuals. Our portfolio of digital and creative products is constantly evolving and growing. One team is focused on delivering results to provide our clients the best return on their investments with transparent reporting and no hidden commissions. Whether we are producing radio or television commercials, developing marketing strategies, or creating digital campaigns; at the heart of what we do is storytelling. Stories allow us to convey complex ideas in digestible form.

Christine Cartwright
115 W. Main St., Frankfort, KY 40601

Regional Sales Manager – Kentucky and West Virginia
Cell: 502-514-2151
Christine@7mountainsmedia.com
7Mountainsmedia.com

AFAR

AFAR

MINIMUM BID: $1,200

(Value: $3,500)

ITEM:
Wanderlust Email Blast

ITEM DETAILS:
This exclusive email blast delivers your custom message to AFAR's most engaged and active audience. Content may include a special offer and can drive recipients to your website or sponsored content on AFAR.com. The email blast can be geo-targeted or interest-targeted. AFAR will design the email blast based on supplied copy and images.

- Reach: 10,000/email
- Example link https://email.afar.com/public/33657762
- Booking: please book 30 days in advance, deployment date based on availability.
- Material Requirements: 1-3 brand messages. Each brand message requires:
  hero image (horizontal, 600px), headline, 50 words of copy, brand logo, and URLs

ABOUT AFAR:
Afar's mission is to make a positive impact on the world through high-quality storytelling that inspires, enriches, and empowers travelers who care.

We believe in the power of travel as a force for good to make the world a better place through travel experiences that enrich the traveler personally, support the communities visited, and are sensitive to the effects on our planet.

Colleen Schoch Morell
cell/text: 561-350-5540
colleen@afar.com

BLUE RIDGE COUNTRY MAGAZINE

MINIMUM BID: $1,100

(Value: $3,135)

ITEM:
Half page display ad

BLUE RIDGE OUTDOORS

MINIMUM BID: $1,500

(Value: $3,395)

ITEM:
1⁄4 page ad + Web Ad

ITEM DETAILS:
1/4 page ad in *Blue Ridge Outdoors Magazine* (full color/glossy), plus a digital web ad on www.blueridgeoutdoors.com for one month. Ad may be placed between July 2026 - June 2027 in any issue (non-co-op section).

ABOUT BLUERIDGE OUTDOORS:
For more than three decades, Blue Ridge Outdoors *has inspired readers to go outside and play, earning its place as the largest free outdoor lifestyle*

publication in the country. With six issues annually—each on stands for two months—we connect with readers across nearby drive markets seeking their next adventure. Through stories and custom content on hiking, biking, road trips, regional music, adventure towns, and more, we help turn inspiration into real travel plans. As a proud Kentucky Tourism Co-Op partner, we're excited to spotlight destinations across the state in a way that feels authentic and inspiring to our active, outdoorsy readers.

- *Circulation: 80,000*
- *Subscriber Demographics: Adventure-seeking adults and families, ages 25–54.*
- *Distribution: DC, MD, VA, WV, KY, NC, SC, TN, GA, AL*

Leah Woody
Publisher | Blue Ridge Outdoors Magazine
Associate Publisher | The Virginia Sportsman Magazine
Account Manager | Albemarle Magazine
m. 434.825.2055

BRIDAL GUIDE

bridalguide.com

BRIDAL GUIDE

MINIMUM BID: $700

(Value: $1,500)

ITEM:
Wedding Travel Spot We Love Features (for one week; 25,000 impression)

ITEM DETAILS:
Sponsor our Travel Spot We Love – sitewide placement on Bridalguide.com featuring photo of your choice and 100-125 words of copy

ABOUT BRIDAL GUIDE:
For more than 30 years, Bridal Guide has been an essential resource for brides and grooms as the "How To I Do". Couples can plan their dream destination wedding, have an unforgettable honeymoon and prepare for married life with the inspiration and guidance from Bridal Guide.

Colleen Schoch Morell
Bridal Guide Travel Accounts Director
cell/text: 561-350-5540
colleen@afar.com

BYWAYS MAGAZINE

MINIMUM BID: $400

(Value: $891)

ITEM:
Full-page, 4-color ad with URL and Video link in the June America250 Commemorative issue of Byways.

ITEM DETAILS:
Will need artwork no later than June 1, 2025, earlier if its available.

ABOUT BYWAYS MAGAZINE:
Byways Magazine has been a trusted leader in the group travel industry for more than 43 years, delivering inspiration, insider insights, and destination ideas to the professionals who plan and book travel. As a 100% digital platform focused on North American destinations, scenic routes, and group-friendly experiences, Byways gives advertisers unmatched reach and flexibility — connecting your brand directly with the decision-makers who influence where groups go next.

Byways reaches thousands of group tour operators and motorcoach companies responsible for planning over 100,000 tours annually, supported by a distribution list of 4,000+ key travel trade contacts. Our audience engagement extends even further through the Byways Apple News Channel, and Byways YouTube Channel (45,000 subscribers, 375,000 views) ensuring multiple touch points for your message. Maximize your visibility with Byways Magazine — the trusted voice of group travel and the premier platform for reaching planners, operators, and travelers across North America.

Stephen Kirchner
Editor & Publisher | Byways Magazine
540-233-1121 Cell
stephen.kirchner@bywaysinc.com
bywaysmagazine.com

DREAMSCAPES
TRAVEL AND LIFESTYLE MAGAZINE

DREAMSCAPES TRAVEL & LIFESTYLE MAGAZINE

MINIMUM BID: $2,000

(Value: $6,950)

ITEM:
Full-page Ad in an upcoming issue of Dreamscapes Travel Magazine in 2026, specifically, in either the Fall/winter issue (October) or the Winter issue (December).

ABOUT DREAMSCAPES:
DreamScapes Travel & Lifestyle Magazine is a highly valued leisure publication in the Canadian consumer market that delivers travel and lifestyle content to a high net worth audience of frequent travelers. The Editorial is

overseen by an accomplished, award-winning editor, and is written by a team of experienced travel writers.

David Rashkovan
President and Publisher
Globelite Travel Marketing Inc.
Tel: 647-988-6312
email: david@Globelitemedia.com

Explore
THE VISITORS GUIDE TO THE BLUEGRASS

EXPLORE

(formerly TravelHost of the Bluegrass)

MINIMUM BID: $1,000

(Value: $2,550)

ITEM:
Half-Page Ad in a quarterly edition of EXPLORE The Visitors Guide To The Bluegrass (Formerly TravelHost of the Bluegrass)

ABOUT EXPLORE:
Largest Tourism Magazine in the Bluegrass for 22 Years. Learn more at explorelexingtonbluegrass.com/

Eli Mertens
(859) 351-6728
EliMertensTravel1@gmail.com

GARDEN & GUN

GARDEN & GUN

MINIMUM BID: $800

(Value: $1,350)

ITEM:
75,000 run of site banner impressions on Gardenandgun.com to run in 2026

ITEM DETAILS:
Banner units needed: 728x90, 300x250, 300x50 and 970x250.

ABOUT GARDEN & GUN:

- *Subscriber Demographics: Median Age 48, HHI $372k*
- *Distribution: National*

Jana Robinson
Southeast Account Director
jana@robinsonmedia.net

GOING ON FAITH
THE MAGAZINE FOR FAITH-BASED TRAVEL PLANNERS

GOING ON FAITH

MINIMUM BID: $400

(Value: $909.50)

ITEM:
1/3 page 4-color ad (must use by July 31, 2027)

ABOUT GOING ON FAITH:
Going on Faith in the official magazine of the Going On Faith Conference and is America's only magazine dedicated to the faith-based travel industry. This quarterly magazine is read by more than 5,700 qualified travel planners for churches and religious groups.

- *Distribution: National*
- *Subscriber Demographics: Faith-Based Trade Partners*

Telisa Rech
Advertising Sales Manager
859-334-1708
telisa@grouptravelleader.com

Good Grit

GOOD GRIF MAGAZINE

MINIMUM BID: $2,300

(Value: $7,792)

ITEM:
Good Grit Magazine print & digital package (Fall 2026)

- Half page ad
- 1 reel and 1 carousel
- 1 SEO linked article

ITEM DETAILS:

- Print ad is due by June 15, 2026
- Digital assets must be utilized by October 31, 2026

ABOUT GOOD GRIT MAGAZINE:
Good Grit Magazine is the South's premier quarterly travel publication, connecting adventure-driven millennial explorers with authentic Southern destinations since 2015. With 300,000+ readers, a median household income of $150,000, and a robust print and digital presence, our audience is made up of educated, affluent travelers who trust Good Grit to tell them where to go and how to experience the South like a local.
From print features and sponsored content to digital articles, social campaigns, and newsletter placements, Good Grit offers partners a full suite of storytelling opportunities designed to drive real awareness and visitation. We are more than a magazine -- we are a trusted Southern travel voice built to put your destination in front of readers who are ready to book their next trip.

Chandler Bish (Account Executive)
Chandler@goodgritmag.com
478-973-7565

THE GROUP TRAVEL LEADER

MINIMUM BID: $800

(Value: $1,751)

ITEM:
1/3 page 4-color ad (must use by July 31, 2027)

ABOUT THE GROUP TRAVEL LEADER:
The Group Travel Leader is the national magazine for the group travel industry and is read by more than 14,000 professional tour operators and volunteer travel partners. It is published 10 times per year and covers destinations, trends and industry news.

- Circulation: 14,000
- Distribution: National
- Subscriber Demographics: Travel Planners for groups of all ages and sizes

Telisa Rech
Advertising Sales Manager
859-334-1708
telisa@grouptravelleader.com

GUESTQUEST

MINIMUM BID: $1,300

(Value: $3,520)

ITEM:
4-month Elite Digital Membership on GuestQuest.com with Home Page Digital Cover Story

ITEM DETAILS:
Includes banner listing and profile page with photos, videos,
Facebook feed, visitor guide feature on homepage, search pages and request form and lead requests.

ABOUT GUESTQUEST:
GuestQuest promotes destinations, attractions, events and lodging through GuestQuest.com and our 8 separate print editions distributed 3x per year reaching over 720,000 travelers. With 40 years of service, that means thousands of leads delivered to hundreds of tourism partners and lots of destinations discovered.

Christy Parravano
GuestQuest
440-582-4949
Christy@GuestQuest.com

HOFFMAN MEDIA

MINIMUM BID: $2,000

(Value: $7,325)

ITEM:
Full Page ad in either Southern Lady or Taste of the South

ABOUT SOUTHERN LADY:
Southern Lady celebrates the unique and cherished traditions that define our region, from gracious living and timeless homes to elegant entertaining and grand getaways across the South. With a total media footprint of more than half a million and special Kentucky content, Southern Lady delivers an engaged and loyal audience to our advertising partners.

ABOUT TASTE OF THE SOUTH:
Authentically Southern, always delicious—that's the heart and soul of Taste of the South. Each issue celebrates the South's rich food culture, sharing easy, nostalgic recipes and destinations that inspire our readers by reminding them of their most cherished food memories and updated twists to show off the best of the South.

Mary-Evelyn Dalton
medalton@hoffmanmedia.com
(615) 481-2595

Indianapolis MONTHLY

INDIANAPOLIS MONTHLY

MINIMUM BID: $1,500
(Value: $4,950)

ITEM:
One Full Page ad in Indianapolis Monthly in an issue of your choice July 2026 - December 2026

ABOUT INDIANAPOLIS MONTHLY:
PRINT AUDIENCE

- *130,000 monthly readers*
- *30,000 monthly subscribers*
- *4.5 average readers per copy*
- *$203K average household income*
- *93% of readers attended college*
- *73% of readers frequently purchase products from ads they see in the magazine*

Holly Whitney | Sales Director
317-677-5704
HWhitney@indianapolismonthly.com
indianapolisMonthly.com

KentuckyLiving

KENTUCKY LIVING

MINIMUM BID: $1,000

(Value: $2,250)

ITEM:
Three-month Web ROS display ad package on KentuckyLiving.com (Must be used by March 2027.)

ABOUT KENTUCKY LIVING:
Kentucky Living, is published by the Kentucky Association of Electric Cooperatives, and is the Commonwealth's oldest and largest magazine, reaching an average of 524,000 households, 1 million readers, and 68,000 online users, every month! Columns include travel, home and garden, cooking, health, energy and personal finance, with features highlighting Kentucky's people, places, history and culture. 87% of readers say they are interested in reading about travel in Kentucky Living, and 71% took a trip in Kentucky in the last 12 months!

Renee Williams

502-815-6337
rwilliams@kentuckyliving.com

LANHAM MEDIA SERVICE PRINTING

MINIMUM BID: $150

(Value: $350)

ITEM:
5,000 rack cards. 4X9 16 pt – UV High Gloss; Press quality pdf files provided for printing.

ABOUT LANHAM MEDIA SERVICE:
Visitor guides, brochures, rack cards, attraction postcards, retractable banners, x-frame banners, vinyl banners. Trade show exhibits, outdoor tents, branded promotional products.

Bob Lanham
Lanham Media Service
502-352-2033
lanhamart01@gmail.com

THE LOCAL PALATE

MINIMUM BID: $2,300

(Value: $7,750)

ITEM:
Marketing package with The Local Palate Magazine

ITEM DETAILS:

- Half page ad in Fall 2026 issue (creative due 6/19/26)
- Partnered Post in statewide Kentucky newsletter, The Guide - Kentucky
- 1x Facebook post (3-5 images or :30 video)

ABOUT THE LOCAL PALATE:
THE LOCAL PALATE is a Southern food culture magazine that tells the stories behind the people, places, and foodways that make up this diverse and dynamic culinary region. Here, food and drink are more than sustenance—they're a way of life. We invite readers to join us and our team of experts as we explore Southern recipes, traditions, artisanal products, makers, chefs, getaways, and communities, and use food as a lens to better understand this rich, storied region. Through our magazine, digital channels, events, and online shop, we connect our audience to the people and products we cover, giving them the opportunity to experience these stories first-hand.

Mimi Zug
Advertising Sales Executive
713-806-9295
mimi@thelocalpalate.com

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longweekends

LONGWEEKENDS

MINIMUM BID: $1,500

(Value: $3,575)

ITEM:

A 1/3 page display ad in LongWeekends Fall/Winter 2026; not to be used as part of the Kentucky Department of Travel Co-ops. Advertiser also receives advertiser index listing, map plot, reader response leads.

ABOUT LONGWEEKENDS:

- *Website: www.long-weekends.com*
- *Circulation: 65,000*
- *Subscriber Demographics: OH, KY, IN, IL, MI, PA, Western N.Y., WV, Southern Ontario, TN*
- *Distribution: Ave HHI: $125K; 58% female/42% male; Ave Reader Age: 46 Magazine devoted entirely to travel*

Treg Waldron
Account Manager | Great Lakes Studios
419-630-5111
twaldron@glstudios.com

LONGWOODS INTERNATIONAL

MINIMUM BID: $1,500

(Value: $5,000)

ITEM:
One day of consulting with and/or presentation by the CEO of Longwoods International

ITEM DETAILS:
Amir Eylon, President & C.E.O. of Longwoods International will provide one full day of his consultative services in-person to the winner and their organization.

Amir, a 37-year travel industry veteran and expert, will happily spend time with the winning bidder and any of their stakeholders to discuss ongoing issues, travel trends, advise on research/marketing initiatives, and/or present the latest Longwoods International insights relevant to the topics discussed. (Date to be determined in advance by both parties based upon availability – Must be redeemed within three calendar years)

ABOUT LONGWOODS INTERNATIONAL:
Longwoods International is a premier market research consultancy specializing in the travel and tourism industry. Currently serving over 200 destinations, organizations, and travel brands (including several in Kentucky), Longwoods International is often referred to as the "Gold Standard" in travel market research and insights!

Amir Eylon | President & CEO
Longwoods International
o: 614-383-1891
m: 614-570-1234
aeylon@longwoods-intl.com

2020 PULITZER PRIZE WINNER

Courier Journal
Louisville, Kentucky
PART OF THE USA TODAY NETWORK

LOUISVILLE COURIER JOURNAL

MINIMUM BID: $900

(Value: $2,300)

ITEM:
½ page color ad in the Louisville Courier-Journal. *The ad must be scheduled by 12/31/26.

ABOUT THE LOUISVILLE COURIER JOURNAL:
The Louisville Courier Journal is the region's most trusted source for local news, features, commentary discussion, and a leading multi-media advertising and marketing solutions company. We deliver our content through

a variety of print, digital and mobile platforms, providing easy access to the news and information that matters most. A part of the Gannett/USAToday Network, the Courier-Journal reaches 664,000 active and engaged adults across print or digital markets each month.

Charlotte Joseph (she, her)
Senior Multi Media Account Executive
The Columbus Dispatch Group
In partnership with USA TODAY NETWORK
cjoseph@localiq.com
Mobile: 740.815.0045

MEETINGS TODAY

MINIMUM BID: $2,000

(Value: $11,700)

ITEM:
One full page ad to run with national distribution (includes print and digital edition)

ITEM DETAILS:

- Total reach: 64,759
- Timing: Ad must be placed and run in 2026 and cannot replace any planned advertising with us.

ABOUT MEETINGS TODAY:
Meetings Today serves an audience of over 64,000 U.S.-based planners of meetings, conferences, conventions, events, and incentive programs worldwide, with a primary focus on covering the destinations, venues and experiences that may be a good fit for their programs and the latest trends and issues affecting the industry.

Beyond industry-leading meetings destination coverage, we profile people who are newsmakers, trendsetters and thought leaders, as well as provide topical articles dealing with various industry segments and services, and interesting elements that planners can utilize to inspire their attendees and provide a quality experience that reflects well on the organizations for which they plan.

Kirk Lewis
Director of Business Development
Meetings Today
Cell: 732-245-9816
Kirk.lewis@meetingstoday.com
www.meetingstoday.com

MILES PARTNERSHIP

MINIMUM BID: $1,500

(Value: $5,000)

ITEM:
Media Planning (up to 40 hours)

ITEM DETAILS:
Comprehensive media plan creation, based on your goals and budget. Will include media planning call, brief and flowchart. Advertising design and trafficking not included.

ABOUT MILES PARTNERSHIP:
Miles Partnership is a strategic marketing company focused exclusively on travel and tourism. From high-level strategy to product development, we deliver forward-thinking, results-driven solutions to meet our clients'

objectives. Miles began working with the Kentucky Department of Tourism (KDT) in 2009 on the Official Visitors Guide. In 2017, this partnership grew as Miles became the agency of record for all of KDT's marketing and advertising endeavors. We're excited to continue working with KDT and its partners and remain deeply committed to the industry.

Cynthia Kendrick
Account Director | miles partnership
d: 703-531-9908 | p: 800-683-0010
Cynthia.Kendrick@MilesPartnership.com
www.MilesPartnership.com

NASHVILLE
LIFESTYLES

NASHVILLE LIFESTYLES

MINIMUM BID: $200

(Value: $500)

ITEM:
Island ad on NashvilleLifestyles.com for one month

ABOUT NASHVILLE LIFESTYLES:
Nashville Lifestyles is a luxury monthly magazine that covers local content including dining, new businesses, homes, travel, music, fitness, and style. It is the only paid publication in Nashville and is celebrating their 23re year with over 120,000 readers monthly. The website gets over 90,000 page views monthly, and they have a suite of digital products to extend your brand, including over 300,000 social fans as well as multiple event sponsorship opportunities.

Claire Corby
CLAIRE@nashvillelifestyles.com
615-260-8374

NATIONAL TOUR ASSOCIATION #1

MINIMUM BID: $400

(Value: $825)

ITEM:
DMO/Tour Supplier membership to NTA

ABOUT NATIONAL TOUR ASSOCIATION:
NTA is the gathering place – in-person and online – for packaged-travel professionals: tour operators, travel advisors, and people from the places and experiences that make memorable itineraries. Our mission is to lead the responsible growth of travel to, from, and within North American by connecting diverse professionals and enhancing the travel experiences, always considering our impact on communities and the planet.

At NTA, we're working hard to promote the travel industry by providing research, educational and networking opportunities, and by helping businesses connect with one another. Coupled with monthly virtual education, we meet in person at two events: Contact, our buyer retreat held in the spring, and Travel Exchange, our appointment-based show in the fall. This year's Travel Exchange will be in Ottawa, Nov. 9-12. Hundreds of NTA members will gather in Canada's beautiful capital city for four days of networking and business-building – and four nights of fun events and experiencing the host city.

Brooke Coulter, Director of Sales
National Tour Association
brooke.coulter@ntastaff.com
+1.859.264.6560 c 859.481.2352

NATIONAL TOUR ASSOCIATION #2

MINIMUM BID: $1,100

(Value: $3,320)

ITEM:
One month of digital banners + one sponsored content article on NTAcourier.com

ABOUT NATIONAL TOUR ASSOCIATION:
NTA is the gathering place – in-person and online – for packaged-travel professionals: tour operators, travel advisors, and people from the places and experiences that make memorable itineraries. Our mission is to lead the responsible growth of travel to, from, and within North American by connecting diverse professionals and enhancing the travel experiences, always considering our impact on communities and the planet.

At NTA, we're working hard to promote the travel industry by providing research, educational and networking opportunities, and by helping businesses connect with one another. Coupled with monthly virtual education, we meet in person at two events: Contact, our buyer retreat held in the spring, and Travel Exchange, our appointment-based show in the fall. This year's Travel Exchange will be in Ottawa, Nov. 9-12. Hundreds of NTA members will gather in Canada's beautiful capital city for four days of networking and business-building – and four nights of fun events and experiencing the host city.

Brooke Coulter, Director of Sales
National Tour Association
brooke.coulter@ntastaff.com
+1.859.264.6560 c 859.481.2352

OHIO MAGAZINE

MINIMUM BID: $1,300

(Value: $3,680)

ITEM:

A 1/3 page ad to run as a display ad in Ohio Magazine to run in September/October 2026 or March/April 2027; not to be used as part of the Kentucky Department of Travel Co-ops.

ABOUT OHIO MAGAZINE:

- *Website: www.ohiomagazine.com*
- *Circulation: 30,000*
- *Subscriber Demographics: Ave HHI: $125K; 64% female/36% male; Median age is 55; 71% used to plan travel*
- *Distribution: Ohio*

Treg Waldron
Account Manager | Great Lakes Studios
419-630-5111
twaldron@glstudios.com

OXFORD AMERICAN

MINIMUM BID: $1,500

(Value: $4,940)

ITEM:

Run-of-Site Web Banner Bundle [includes a 728x90 + a 300x600 banner] for One [1] Month on OxfordAmerican.org + Two [2] 585x120 e-Newsletter Banner Placements

ABOUT THE OXFORD AMERICAN:

The Oxford American (OA) is a nonprofit organization whose mission is to explore the complexity and vitality of the American South through exceptional writing, music, and visual art. The OA accomplishes this task via our publication, our website (OxfordAmerican.org), and events, which work together to create a forum in which artists across disciplines bring the South to life from an unexpected perspective creating a deeper understanding of the region. Today, the Oxford American remains one of the South's most iconic and acclaimed media brands dedicated to exploring Southern culture. Since its inception 34 years ago, the Oxford American has continually distinguished itself as a leader in its field, illustrated by industry accolades, including multiple National Magazine Awards and wins in the category of General Excellence.

Kelsey Mangiapane
kmangiapane@oxfordamerican.org
(501) 416-6525

SELECT TRAVELER

MINIMUM BID: $700

(Value: $1,445)

ITEM:
1/3 page 4-color ad (must use by July 31, 2027)

ABOUT SELECT TRAVELER:
Select Traveler is America's only magazine dedicated to upscale travel groups. It is read 4 times per year by bank, alumni, and chamber travel planners.

- *Circulation: 4,600*
- *Distribution: National*
- *Subscriber Demographics: Planners for banks, chambers, and alumni travel groups*

Telisa Rech
Advertising Sales Manager
859-334-1708
telisa@grouptravelleader.com

SMALL MARKET MEETINGS

SMALL MARKET MEETINGS

MINIMUM BID: $550
(Value: $1,330)

ITEM:
1/3 page 4-color ad (must use by July 31, 2027)

ABOUT SMALL MARKET MEETINGS:
Small Market Meetings is the only meetings industry publication that exclusively covers smaller destinations in every issue and is the official publication of the Small Market Meetings Conference.

- *Circulation: 9,100*

- *Distribution: National*
- *Subscriber Demographics: Meeting Planners*

Telisa Rech
Advertising Sales Manager
859-334-1708
telisa@grouptravelleader.com

Smithsonian MEDIA

SMITHSONIAN MEDIA

MINIMUM BID: $2,000

(Value: $18,460)

ITEM:
A Takeover of Smithsonian Media's Weekend eNewsletter

ITEM DETAILS:
The Weekend eNewsletter goes out to 300,000 opt-in subscribers every Sunday. It includes the best of Smithsonian including new scientific breakthroughs, cultural travel stories, historic discoveries and more from our award-winning editors. The winner of the takeover will own all three advertising units in the newsletter, giving them 100% share-of-voice on the newsletter. Must run by 9/30/26.

ABOUT SMITHSONIAN:
The Smithsonian is the world's largest cultural, museum, and research complex—an institution that has long served as America's storyteller. This year is especially meaningful as the nation marks its 250th anniversary. We take readers to places that surprise and inspire them, introduce them to people who are changing the world, and explore the ideas and issues that shape our past, present, and future. Through a distinctly Smithsonian lens, we approach travel as an opportunity to educate and engage—illuminating the

people, culture, history, food, natural beauty, and wildlife that define each destination we feature.

Jaime Duffy
973-760-3739
duffyj2@si.edu

SOJERN

MINIMUM BID: $1,500

(Value: $5,000)

ITEM:

1 month CPM campaign

ITEM DETAILS:

- Winning bidder will be required to sign an IO reflecting IAB 3.0 terms and conditions (standard).
- Must be a separate campaign and cannot be combined with any other campaign, offer, or program.
- Campaign must run between now and 12/31/2026.
- Campaign must run no more than 30 days.
- Client must provide final creative assets at least 5 days prior to campaign
  launch.
- Creative swaps are not allowed.
- Campaign is applicable to one of the following products reflecting these rates and
  impressions:
  - Display: $7.50 CPM 666,667 impressions
  - Pre-Roll Video: $18 CPM 277,778 impressions
  - Native: $9 CPM 555,556 impressions

- Winning bidder can add additional investment to the campaign and extend dates ($5,000 min per month).
- Winning bidder to be confirmed to Sojern by KTIA.

ABOUT SOJERN:
Sojern ingests and analyzes billions of live search and purchase signals from travel websites all over the world then we curate it through our industry leading platform to form hyper-targeted travel audiences.

Utilizing programmatic ad technology, we use these audiences to target travelers through multi- channel digital marketing campaigns to drive direct bookings for our clients in real time, at scale, in any market.

Todd Schechter
Senior Sales Director, Southeast
todd.schechter@sojern.com
404-216-2103

Southern Living

SOUTHERN LIVING MAGAZINE

(PEOPLE, INC.)

MINIMUM BID: $2,800

(Value: $15,466)

ITEM:
(1) 1/6 page ad on Southern Living's Southern-West Travel Planner page

ITEM DETAILS:
- *Circulation = 1,281,300 (Includes AL, MS, TN, IL, IN, KY, MI, OH, WI, WV, TX, AR)*

Stacey Rosseter

Account Director
M: 678-571-7445
stacey.rosseter@people.inc
People, Inc.

SPECTRUM REACH

MINIMUM BID: $700

(Value: $1,500)

ITEM:
4-week cable package (250 commercials – Lexington or Louisville DMA or 500 commercials in one Lexington or Louisville zone)

ITEM DETAILS:

- *DMA includes households with Spectrum Cable and DirectTV.
- **Zone only includes Spectrum Cable in portion of DMA.
- Schedule will be built utilizing our Audience App software targeting consumers interested in traveling.

ABOUT SPECTRUM REACH:
Nothing drives awareness like the power of TV. Your audiences are watching their favorite programs now more than ever, making TV the #1 brand builder and marketing tool. With the best shows across the top 60+ cable networks, it's easy to connect with your target audience in the content they love most wherever and whenever they're watching. Spectrum Reach's marketing services go beyond what traditional advertising products can provide, delivering magnified metrics for our clients, precise audience targeting, and real-time planning. Get your message on the most effective marketing tool today.

Kim Wade | Account Executive | Advertising
P 859-422-1529 | C 859-537-4739
Kimberly.Wade@charter.com

ST. LOUIS MAGAZINE

(SLM MEDIA GROUP)

MINIMUM BID: $1,000

(Value: $2,500)

ITEM:
1/3 page ad

ITEM DETAILS:

- Ad may not be placed in August edition and must be redeemed by December 2026.
- Previous auction winners excluded from 2026 entry.

ABOUT ST. LOUIS MAGAZINE:
Locally Owned. Locally Loved.

Who We Are
As the metro area's only region-wide, locally owned and operated media company, SLM Media Group aims to connect St. Louisans with the region's best and each other through its suite of newsletters, podcasts, St. Louis Magazine, stlmag.com, experiences, and more.

What We Do
Taking a digital-first approach, the company helps St. Louisans make the most of the region, from where to dine, shop, and play to where to find a trusted doctor, school, dentist, or home professional. SLM is also committed to helping the region be the best that it can be through its award-winning journalism, covering key community issues with fresh insights and analysis.

Who We Serve
With an emphasis on niche audiences and topics—including Business, Arts + Culture, Food & Drink, Family, Home + Design, News, Travel, Wellness, and more—SLM produces dynamic, engaging products across a range of platforms that help serve the community. Digital audience of 420,000+ opt-in subscribers to niche newsletters such as Travel, Family, Culture/Events, Music and Outdoors.

Brian Haupt
SLM Media Group
314.691.0465
bhaupt@stlmag.com

STYLEBLUEPRINT

MINIMUM BID: $2,000
(Value: $8,000)

ITEM:
Email Banner Ads for one week in StyleBlueprint Daily Editorial Newsletter that goes out to 205,000 opt-in subscribers 6 days a week. Two ads in each email for four days. CVB must provide ad graphics. Please use by 1/31/27.

ABOUT STYLEBLUEPRINT:
As the South's premier lifestyle publication, StyleBlueprint delivers daily

content on travel, fashion, and home decor while connecting readers to local experiences through a voice that feels like a conversation with a friend.

Melissa Thompson
melissa@styleblueprint.com
615-300-7879

TIKI

MINIMUM BID: $2,000
(Value: $10,000)

ITEM:
$15,000 digital marketing campaign

ITEM DETAILS:
Tiki is offering $15,000 in digital media through their Lightbox Hero Display or Native Ad unit. **The successful bidder would need to spend $5,000 with Tiki to receive $10,000 of digital media as added-value.** The campaign would have a total value of $15k, and it would run for 3 months.

ABOUT TIKI:
Tiki is among the world's largest contextual travel networks, connecting DMOs to 150 million qualified travel intenders each month. We leverage travel publishers' contextual targeting through direct integration to deliver guaranteed results, every time.

Rich Bryant
SVP, Destination Strategy
M. (310) 729-0663
rich@tiki.com

TRAILHEAD MEDIA

MINIMUM BID: $1,000

(Value: $3,000)

ITEM:

Tennessee digital billboard for three 4-week periods at the location of choice (shown below).

ITEM DETAILS:

- Locations Options include:
  - Columbia, TN (I-65 330 ft. S/O Luther Sharp Red (Exit 46) WS, SE/F
  - Jackson, TN (Hwy 45E 125' S/O Fesmire Rd W/S, NE/F)
  - Nashville, TN (Murfreesboro Pike 75' S/O Cleveland Ave WS, NW/F)
- Advertising must be used between May 1, 2026, and March 31, 2027.

ABOUT TRAILHEAD MEDIA:

Trailhead Media is an out-of-home (OOH) media company with a growing network of static and digital billboards in attractive advertising markets throughout the Southeast with a strong presence in Western Kentucky. We also have locations in central Kentucky and across Tennessee, Mississippi, Alabama, and Georgia. We are customer-focused and quality-obsessed. In an increasingly digital world, physical space still matters. That's why we're passionate about OOH advertising—it's bold, tangible, and has the power to stop people in their tracks. Through high-impact billboards and dynamic digital displays located in prime areas, we help place your brand at the forefront, reaching the right audience at the right time.

Bobby L. Hart
Senior Sales Executive
Phone: 601-651-7800 (ext. 1024)
Mobile: 731-267-3121

Web: www.trailheadmedia.com
Email: bhart@trailheadmedia.com

TUCKER PUBLISHING GROUP

(Evansville Living / Evansville Business)

MINIMUM BID: $1,000

(Value: $2,390)

ITEM:
Half Page Ad in Evansville Business or Evansville Living

ABOUT TUCKER PUBLISHING GROUP:
Tucker Publishing Group produces Evansville Living, Evansville Business, Evansville City View, as well as several ancillary publications.

Adeina Mars
amars@evansvilleliving.com
812.426.2115

WKYT-TV

(Gray Destination Marketing)

MINIMUM BID: $700

(Value: $1,500)

ITEM:
Pre-recorded segment on WKYT's Everyday Kentucky

ABOUT WKYT-TV:
For over 60 years, WKYT has been delivering our loyal viewers THE BEST in News, Sports, Weather and Traffic!

WKYT's very own India Jones and Dave "Buzz" Baker will bring those same loyal viewers The Best in a Lifestyle show, Everyday Kentucky, airing Monday-Friday 9-9:30 a.m. on WKYT and 3-3:30 p.m. on CW.

Each day, India and Buzz, and the rest of the team will cover your community, your events, and all the things that you care about! You have an opportunity to educate and inform viewers about the business and all it has to offer. WKYT will do pre-recorded, in studio interviewers.

Halie Fitzer
Gray Destination Marketing
Cell: 317.605.4464
Halie.fitzer@graymedia.com

WSMV NASHVILLE

(Gray Destination Marketing)

MINIMUM BID: $1,000

(Value: $3,000)

ITEM:

3-4 minute pre-recorded look live interview on Today in Nashville, WSMV's lifestyle show hosted by Carole Sullivan and reaches 15,000 Nashville Households.

ITEM DETAILS:

- In-Studio at WSMV in Nashville
- Professional production to ensure message is delivered effectively
- Air Date – Good for ONE date through September 30, 2026 (date TBD based on show availability due to bookings in advance)
- Content for interview must follow Gray Media's guidelines of acceptable materials

ABOUT WSMV:

WSMV 4 is Nashville's NBC affiliate and began broadcasting as Middle Tennessee's first television station in 1950. WSMV 4 broadcasts 53 hours of live, local news each week, more than any other station in Nashville, and has been recognized with numerous awards including an Edward R. Murrow Award for continuing coverage of the 2021 Waverly Floods. WSMV is also the home of Nashville's Certified Most Accurate First Alert Forecast for 3 years running (certified by WeatherRate). Visit www.WSMV.com for more.

Halie Fitzer
Gray Destination Marketing
Cell: 317.605.4464
Halie.fitzer@graymedia.com

WXIX | FOX 19 NOW CINCINNATI

(Gray Destination Marketing)

MINIMUM BID: $800

(Value: $2,000)

ITEM:

A 2 ½ minute LIVE Segment on location with talent Sarah White at your business/event that will air in the 9am FOX 19 Morning Xtra on the agreed upon date. Another live 2 ½ -minute hit will air in the 10am FOX 19 Morning Xtra giving you more time to showcase your business/product/service to our viewers!

ITEM DETAILS:

- Your segments will be posted to the FOX 19 website.
- Your segments will be posted to the XTRA in the Nati Facebook page.
- Offer expires 12/31/26

ABOUT WXIX:

FOX19 NOW serves the Greater Cincinnati/Northern Kentucky Tri-State with breaking news, severe weather coverage, local and national headlines, stories that people are talking about and more. We are owned by Gray Media. Fox19.com

Halie Fitzer
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