



PARTNERSHIP ADVERTISING PROGRAM



Partners of the South Central Tennessee Tourism Association automatically receive an ad in both the Experience Tennessee Travel Guide and the After Jack Traveler's Guide.

Both guides are annual editions that are updated and printed three times a year. By rotating the printing schedule, we are able to guarantee that your ad will be reserved quickly once you have joined the Partnership Program.

Pricing & Size Options

Bronze Level - 1/4 Page Ad - \$499

Silver Level - 1/2 Page Ad - \$999

Gold Level - 3/4 Page Ad - \$1999

Guides are stocked at three state welcome centers, the TN Whiskey Trailhead, the Natchez Trace Welcome Center, Columbia Welcome Center, Spring Hill Welcome Center, Maury Co. Visitors Center, and other regional locations. Up to 100,000 of each guide will be printed annually.

THE TOURISM READY APP

Be Tourism Ready with SCTTA's "Tourism Ready App". Access the Tourism Ready Toolkit 24/7 to take full advantage of your partner benefits. Submit blogs, request influencers, submit events, and keep up to date with industry news, all on the go! Get the app today!

BETOURISMREADY.COM



BRONZE LEVEL PARTNERSHIP - \$499 Annually

- SCTTA will set up or assist with setting up three important digital tourism tools: the ExperienceTN.com listing page, TNvacation.com partner page, and the TRVA Page
- Eligible to participate in the Tennessee Whiskey Trailhead and Welcome Center Referral Program
- Eligible for 3-Star Certification
- Eligible for 3-Star Tourism Ready Award
- Included in the Brochure Program including the Virtual Brochure Rack as a "recommended stop"
- SCTTA Industry Newsletter
- Invited to partner -only workshops featuring educational opportunities, industry professionals, and vendors
- Access and usage rights to SCTTA generated content
- Partner preference on weekly regional events social post
- Eligible for Ambassador & Influencer Visits
- Eligible for scheduled Social Shares
- Inclusion in weekly "Event Post" on socials for upcoming tourism relevant posts.
- One Monthly Blog/Article Post featured on ExperienceTN.com (submitted by the partner.) Blog/Articles are eligible for press releases when appropriate.
- 10% Discount on all additional advertising with SCTTA.
- 1/4 Page Ad in Travel & After Jack Guides

SILVER LEVEL PARTNERSHIP \$999 Annually

- Includes everything in the fundamentals toolkit plus...
- Bi-annual in-person meetings with Tourism Business Strategist at SCTTA team.
- Preference for Itinerary stops on Itineraries developed by SCTTA for Social Media Influencers, Media Members, and Ambassadors
- Quarterly Calls for Ambassadors
- Two written articles by Experience Tennessee Journalism Team
- Invite to Annual Social Gathering for partners
- 1/2 Page Ad in Travel & After Jack Guides

GOLD LEVEL PARTNERSHIP \$1999 Annually

- Includes everything from the previous services and toolkit packages, and/or:
- Quarterly in-person meetings with Tourism Business Strategist at SCTTA team.
- Four written articles by Experience Tennessee Journalism Team (details)
- Invite to Annual Social gathering for partners
- 3/4 Page Ad in Travel & After Jack Guides

Ad Sizes for Guides

1/4 Page Ad = 2.25" T x 4" W

1/2 Page Ad = 4.5" T x 4" W

3/4 Page Ad = 6.75" T x 4" W



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