

ADDITIONAL DIGITAL OPPORTUNITIES

EXPANDED WEBSITE LISTING (web and mobile) \$250/year

Additional photos and expanded text about your business or destination.
Includes 3 images.

PHOTO ON NTC WEBSITE (web and mobile) \$50/year

Includes a single photo with your business or destination listing
on the NTC website.

SPECIAL OFFER (web and mobile) \$400/year

Share discounts and special savings 4x/year with this new option.

TRAVEL ITINERARY (web and mobile) \$1200/year

Share the highlights of your community/region with a custom itinerary
highlighted on our website and mobile site. Limited to DMO members.
Itinerary provided by DMO in PDF and Word format.

INFORMATION REQUEST (available on website only) \$350/year

Receive targeted visitor requests and contact information for your
destination directly from the NTC website.

FEATURED EVENTS ROTATING (available on website only) \$500/quarter

Includes special events on homepage of website.

ENHANCED CALENDAR LISTING *** (available on website only) \$15/listing

Promote your special event(s) with a defining image, direct link to your
website and expanded description.

*** Can also purchase this feature at www.scenictrace.com

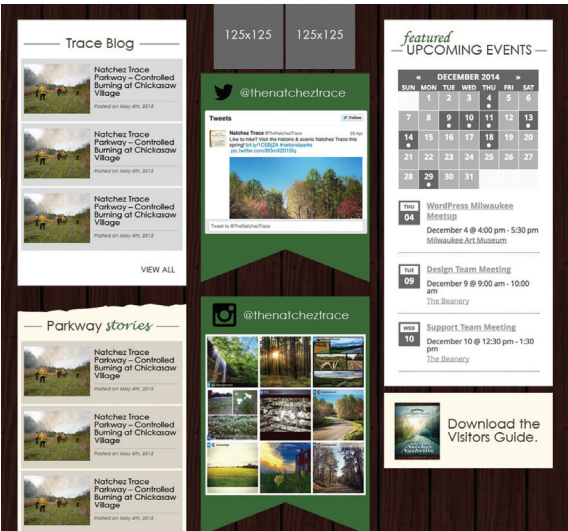
** Copy may be edited on submission for consistency purposes.

DESIGN SERVICES: Design services are available
for print and online advertising at \$75 per hour.

BILLING:

Rates are net. Make checks payable to Natchez Trace
Compact or pay online with PayPal on www.scenictrace.com.
100% paid within 30 days of invoice.

Natchez Trace Compact
222 E Washington St.
Kosciusko, MS 39090



SPECIAL PACKAGES AVAILABLE

DEADLINES Visitors Guide

PRINT: 8 weeks prior to printing
DIGITAL: Revised Jan and June

Digital Ads

5th of the month
prior to publishing month

FOR MORE INFORMATION scenictrace.com/advertising

For questions or to purchase
advertising with the
Natchez Trace Compact,
please contact us:

Kayla Stafford
Kayla@fosterrelations.com
662-322-0109

or

Kim Foster, APR
kim@fosterrelations.com
662-321-1043



EXPLORE THE NATCHEZ TRACE

MISSISSIPPI ALABAMA TENNESSEE

Natchez Trace Compact Media Kit

VISITORS GUIDE

- ONLINE
- SOCIAL
- DIGITAL
- CUSTOMIZE



Whether your business or attraction is geared specifically for the Natchez Trace traveler or just happens to be in a community along the 444-mile National Scenic Byway and All-American Road, you need the benefits of being associated with one of the nation's most visited National Parks. The Natchez Trace generates over \$198 million in economic impact for Mississippi, Alabama and Tennessee. The Natchez Trace Compact is the official marketing arm for the Natchez Trace Parkway operating under a formal Memorandum of Understanding with the National Park System. By advertising with us, you gain exposure to a worldwide traveling audience.



Natchez Trace Compact Facts & Figures

- \$198 million is spent by travelers and tourists annually along the Natchez Trace.
- Almost 6 million visitors explore the Natchez Trace and its corridor communities each year.
- Natchez Trace visitors spend their money on lodging, food and beverage, gas, admission fees and souvenirs.

Guide Distribution Method

- 200,000 Copies of the Natchez Trace Visitors Guide are printed and distributed.
- Guides can be requested free of charge through www.scenictrace.com.
- Official fulfillment piece for the Natchez Trace Parkway, approximately 5,000 copies are also mailed annually to individuals requesting printed information about the Parkway.
- The guide can be downloaded from www.scenictrace.com as a digital guide with almost 20,000 downloads per year.
- Guides are distributed and replenished throughout the year to the three states, 20+ community partners and visitor centers and the Natchez Trace Parkway Visitor Centers.
- Over 80,000 people are served annually at the Natchez Trace Parkway Visitor Centers.
- Privately owned welcome and visitors centers offer additional copies of the guide.

The guide includes helpful travel references such as:

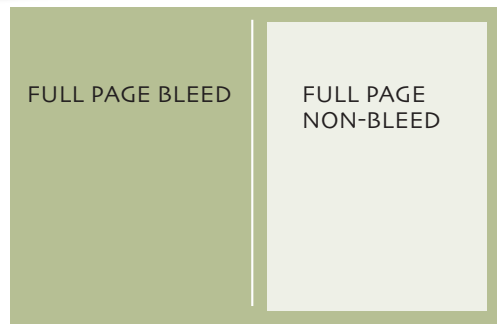
CITY GUIDES – Map noting Information Listings • CULTURAL/HERITAGE ATTRACTIONS • FESTIVAL LOCATIONS • GREAT OUTDOORS • GAS STATIONS • HIKING • LODGING • MOTORCOACH FRIENDLY LOCATIONS • FOOD AND/OR WINE • LIVE MUSIC



PRINT OPPORTUNITIES

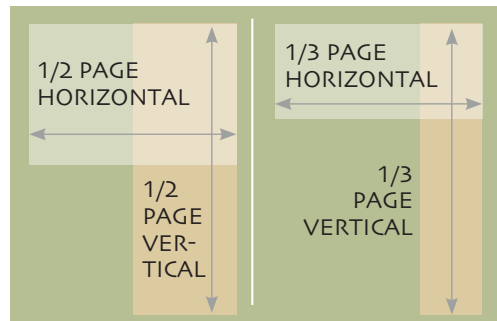
Available at next reprint. Guaranteed placement excluding covers and NPS page, add 10%. All rates are net.

AD SIZE	
Full Page	\$8,000
2/3 Page	\$5,800
1/2 Page	\$4,500
1/3 Page	\$3,600
1/6 Page	\$2,000



FULL PAGE BLEED
Live: 7.5" x 9.875"
Trim: 8.5" x 10.875"
Bleed: 8.75" x 11.25"

FULL PAGE
Non-Bleed Size:
7.5" x 9.875"



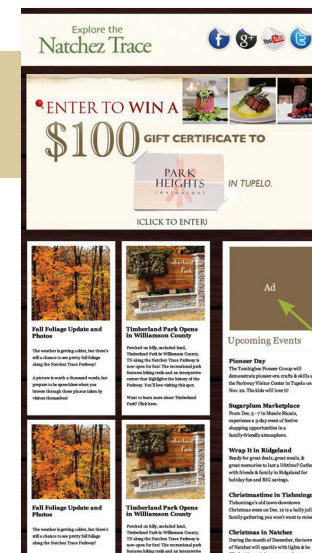
1/2 PAGE
Horizontal: 7.5" x 4.875"
Vertical: 3.625" x 9.875"

1/3 PAGE
Horizontal: 7.5" x 3.125"
Vertical: 2.375" x 9.875"



2/3 PAGE
4.875" X 9.875"

1/6 PAGE
2.375" X 4.875"



DIGITAL OPPORTUNITIES

Monthly Newsletter

Over 27,000 confirmed email subscribers

\$750/mo for an included banner ad and article feature

Ad: 165x165 image, 45 words of copy, and link to your website

Art, copy and URL provided by advertiser**

SOCIAL:

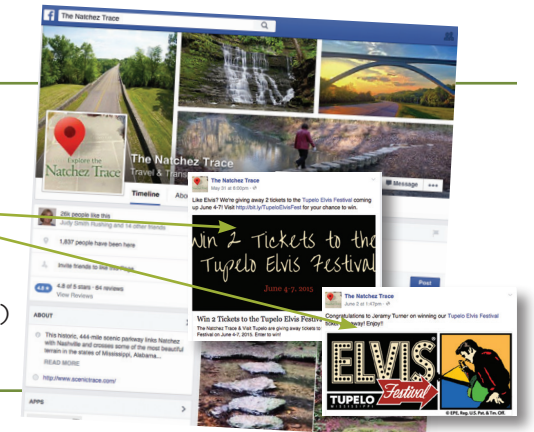
Social Media Promo Package

Targeted promotion to increase social media exposure and brand awareness for your community

\$250 per month
Images, logo, copy and URL provided by advertiser**

Posts 4 times per month on Facebook to promote contest.

(limited to 2 partners per month)



WEBSITE:

www.scenictrace.com

HOME PAGE ROTATING BANNER AD:
728 x 90 (2 available) - \$500/quarter; \$1,600/year
125 x 125 (4 available) - \$300/quarter; \$800/year

INTERIOR PAGE BANNER AD
(page selection available first come first serve):
125 x 125 - \$250/quarter; \$700/year

Art and URL provided by advertiser**



INTERIOR PAGES:

1. ABOUT THE TRACE – dropdown to include:
 - a. About the Natchez Trace Parkway
 - b. Videos
 - c. Photography
 - d. Brochures
 - e. Newsletters
 - f. Natchez Trace Compact
 - g. Accessibility
 - h. Interpretive

2. BUILD YOUR ITINERARY

3. OUR COMMUNITIES

- a. Natchez
- b. Port Gibson
- c. Raymond
- d. Clinton
- e. Ridgeland
- f. Kosciusko
- g. French Camp
- h. Tupelo
- i. Tishomingo
- j. Muscle Shoals/Sheffield/Tuscumbia
- k. Florence
- l. Hohenwald
- m. Collinwood
- n. Williamson County
- o. Nashville

4. WHERE TO STAY

5. WHAT TO DO
 - a. Attractions, Dining and more
 - b. Events
 - c. Gas
 - d. Hiking
 - e. Bicycling
 - f. Motorcycling
 - g. RVing
 - h. Camping
 - i. Interpretive Exhibits and Programs
 - j. Foliage, Blooms and Wildlife
 - k. Cultural Heritage

6. EVENTS