



## 2012 EDITORIAL CALENDAR

Issue	Travel Snapshot	Youth Focus	Travel Stops	Travel Stops	How To:	Regional Guide	Conference Content
<b>DECEMBER JANUARY</b>	Branson, MO	Cincinnati/ Northern KY	Holidays	Museums	Reach younger travelers	Pacific States	Faith-Based Travel Directory
<b>FEBRUARY MARCH</b>	Providence, RI	Atlanta, GA	Retreats	Train Trips	Build a trip for any budget	Southwest	Faith Travel Trends
<b>APRIL MAY</b>	Wisconsin Dells, WI	Durango/ Silverton, CO	American Cathedrals	Parks	Plan with CVBs	South	Conference City Showcase
<b>JUNE JULY</b>	Oklahoma City, OK	Hershey/ Harrisburg, PA	Cowboy Attractions	Live Theater	Take your faith on tour	Midwest	Top Faith-Based Destinations
<b>AUGUST SEPTEMBER</b>	San Antonio, TX	Eugene, OR	Beaches	African-American Heritage	Find new travel destinations	Northeast	Going On Faith Conference Preview
<b>OCTOBER NOVEMBER</b>	Baton Rouge, LA	Detroit, MI	Gardens	2013 Festivals & Events	Work with hotels & resorts	Mountain/NW	Going On Faith Conference Report

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## GROSS ADVERTISING RATES

	6X	3X	1X
<b>Full Page</b> , Color	2,000	2,100	2,200
<b>2/3 Page</b> , Color	1,600	1,650	1,700
<b>Half Page</b> , Color	1,300	1,350	1,400
<b>1/3 Page</b> , Color	890	940	990
<b>1/6 Page</b> , Color	595	620	650

- Covers and Guaranteed Positions - Add 10%
- Black and White Ads – Subtract \$300

**For Ad Dimensions and Specs See Back Cover**

## GENERAL INFORMATION

### Readership Profile

Going On Faith is the official publication of the Going On Faith Conference. It is mailed six times a year to more than 6,500 qualified travel directors for churches, synagogues and other religious groups and to tour operators who serve this market. These religious travel programs serve both youth and adult groups.

### Closing Dates

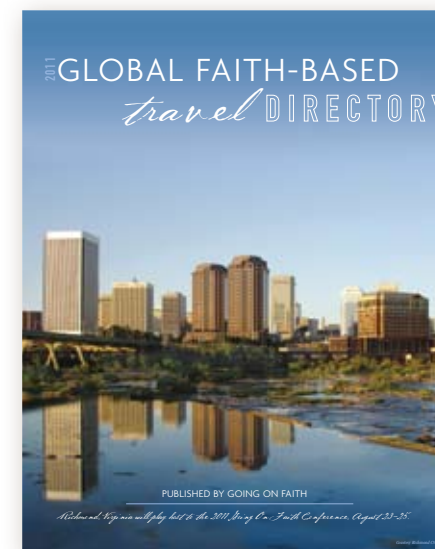
Reservations for space are due on 1st of the month prior to the issue date of publication. Materials are due on the 5th of the month prior to publication.

### Inserts

Your preprinted inserts can be polybagged with Going On Faith and mailed for as little as \$5,500 net.

### Going On Faith Conference

For more information on our annual conference go to [www.gofconference.com](http://www.gofconference.com).



### Faith-Based Travel Directory

Published each December

- America's only directory for the faith-based travel industry
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