

Heritage Corridor Publications

Advertising rates, sizes and specifications

NEW
IN 2024

Stretching from the southwest collar of Chicago to the heartland of Illinois, the Heritage Corridor Destinations brings together some of the most diverse and exciting tourism destinations this state has to offer: the picturesque canyons of Starved Rock Country, the nostalgic open road of Route 66, and boutique shops and eateries along the historic I&M Canal.

Heritage Corridor Destinations is providing the opportunity to have your business directly marketed tourism publications. When you become an ad partner with Heritage Corridor Destinations, your business or organization can expand its reach and build its customer base among both tourists and locals. Each Travel Guide prints a minimum of 50,000 copies and is distributed at key high-traffic locations.



TRAVEL GUIDES



Route 66

- Advertising deadline April 5, 2024
- Publication date May/June 2024
- Quantity 60,000

Starved Rock Country and I&M Canal Towns - Double Issue -

- Advertising deadline May 31, 2024
- Publication date July/August 2024
- Quantity 60,000



ADVERTISING SIZES AND RATES

Ad Size	1-guide buy	2-guide buy
Quarter page 3.875" x 5"	\$850 ■ \$1,500 ■	\$1,050 ■ \$1,800 ■
Half page 7.875" x 5" H 3.875" x 10.12" V	\$1,500 ■ \$2,600 ■	\$1,800 ■ \$3,120 ■
Full page 8.625" x 11.13" (0.125" bleed)	\$2,500 ■ \$4,000 ■	\$3,000 ■ \$4,800 ■
Inside Front/Back Cover 8.625" x 11.13" (0.125" bleed)	\$4,000 ■ \$5,500 ■	\$4,800 ■ \$6,600 ■
Back Cover 8.625" x 11.13" (0.125" bleed) 8.375" x 10.875" Trim	\$5,000 ■ \$7,000 ■	n/a

■ Member ■ Non-Member

LEGACY* ADVERTISING SIZES AND RATES

Ad Size	1-guide buy	2-guide buy
Eighth page 3.875" x 2.43"	\$360 ■ \$600 ■	\$450 ■ \$750 ■
Quarter page 3.875" x 5"	\$680 ■ \$1,200 ■	\$850 ■ \$1,500 ■
Half page 7.875" x 5" H 3.875" x 10.12" V	\$1,200 ■ \$2,080 ■	\$1,500 ■ \$2,600 ■
Full page 8.625" x 11.13" (0.125" bleed)	\$2,000 ■ \$3,200 ■	\$2,500 ■ \$4,000 ■
Inside Front/Back Cover 8.625" x 11.13" (0.125" bleed)	\$3,200 ■ \$4,400 ■	\$4,000 ■ \$5,500 ■
Back Cover 8.625" x 11.13" (0.125" bleed) 8.375" x 10.875" Trim	\$4,000 ■ \$5,600 ■	n/a

■ Member ■ Non-Member

*Legacy pricing available to 2023 advertisers only

PRE-PAYMENT BONUS

If payment is received prior to April 30th, 2024, your business will be able to request a dedicated video. This video will be provided to you and posted on the Heritage Corridor Destinations Facebook, Instagram, TikTok, and YouTube Shorts channels.

