

BYWAYS

Featuring North America's Leading Travel Destinations

2021 Byways Media Kit

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Go Green with Byways, join the
Digital Revolution

Byways Sponsored Content

Byways brings travel advertising into the digital age with sponsored content. Now, in addition to our traditional advertising options, Byways presents an **advertorial option**.

DMOs and others can now promote their destinations and attractions in an affordable and cost effective manner that brings the reader a true vision of the destination. Each 8x10 page of advertorial can be created with live **URL links** and one or more **video links** (YouTube hosted) to show off the destination as never before.

Byways Sponsored Content Rates

Full Page	1x	2 Page Spread	3x	6x
4-Color (8x10)	849.00	1,698.00	799.00 (2,397.00)	625.00 (3,750.00)

1x Full Page (1 8x10)

\$849.00 per page, includes live URL links and one or more video links (YouTube hosted).

1x 2 Page Spread (2 8x10)

\$1,698.00 for two pages, includes live URL links and one or more video links (YouTube hosted).

3x Full Pages (3 8x10)

\$2,397.00 per contract. **\$799.00** per issue, per page over 3 issues. Advertorial content can change with each issue.

6x Full Pages (6 8x10)

\$3,750.00 per contract. The cost is just **\$625.00** per page for 6 issues.

Apple Promotion Program

For more than 10 years Byways has offered an incentive program which includes an Apple product with each **Sponsored Content** or **Advertising Contract**.

For 2021 we are expanding our Apple Promotion Program. Not only are we offering the new Apple iPhone 12 5G and iPhone SE, we offer the new iPad, selected iPad Pros, the new Apple Watch 6 and Watch SE, and for the first time, a Mac — the first Apple Silicon Mac. All products are the latest version purchased directly from Apple.

6x Full Page	iPhone 12, iPad Pro 11, Apple Watch 6, or Apple Silicon Mac
3x Full Page	iPhone 12 Mini, Apple iPad Air, or Apple Watch 6
6x One Half Page	iPhone 12 Mini, Apple iPad Air, or Apple Watch 6
3x One Half Page	iPhone SE, Apple iPad, Apple Watch SE or Homepod Mini (2)
6x One Third Page	Apple iPad, Apple Watch SE, or Homepod Mini (2)
6x One Fourth Page	Apple iPad, Apple Watch SE, or Homepod Mini (2)

Apple products are shipped upon full payment of contract. If you choose not to participate in the Apple Promotion Program, you will receive a **\$329.00** contract credit.

Byways Advertising Rates

About Byways

Byways is a 100 percent digital publication, entering its 38th year of publication. Byways is distributed by email to some 4,000 group tour operators who plan and operate more than 100,000 group tours each year, and to the travel trade.

Byways is available in **Turn-Key** (Tour Operator) and **App Store** editions (Consumer). All advertising is included in both editions at no additional cost. All advertisements include complimentary YouTube hosted video embed.

Byways is also available to identified motorcoach consumers through an embed program available to charter and tour operators, and a link program available for digital newsletters. There is no sign-up or registration required for group tour operators to use Byways to promote destination ideas to their customers.

Bonus: Byways also reaches consumers through the App Store, social media, Apple News and the Internet.

Byways Advertising Rates

Ad Size	1x	3x	6x
Full Page (8x10)	849.00	799.00 (2,397.00)	749.00 (4,494.00)
Half Page Horizontal (8x4.5)	549.00	499.00 (1,497.00)	449.00 (2,694.00)
Half Page Vertical (3.5x10)	549.00	499.00 (1,497.00)	449.00 (2,694.00)
One Third Square (4.5x4.5)	449.00	399.00 (1,197.00)	349.00 (2,094.00)
One Fourth Page (3.5x4.5)	349.00	299.00 (897.00)	249.00 (1,494.00)



Sponsored Content Order

Name _____

Company _____

Address _____

City _____ State _____ Zip _____

Email _____

We want to reserve Sponsored Content in Byways for the following dates.

Full Page (8x10) Total Cost _____

Circle Issue(s)	Deadline	Distribution Date
February	February 1st	Third week in February
April	April 1st	Third week in April
June	June 1st	Third week in June
August	August 1st	Third week in August
October	October 1st	Third week in October
December	December 1st	First week in January

Payment enclosed _____ Bill on Publication of each issue _____

Amex _____ Visa _____ MC _____

Card Number _____

Expiration Date _____ 3 Digit Security Code _____

Make payment to:

Byways Magazine
7902 Pleasant Valley Court
Louisville, KY 40291
Email: stephen.kirchner@gmail.com
540-233-1121

Resolution

Byways recommends a minimum resolution of 300 dpi. Resolution will be scaled to meet turn-key and App Store formats.



Advertising Insertion Order

Name _____

Company _____

Address _____

City _____ State _____ Zip _____

Email _____

We want to reserve Advertising in Byways for the following dates.

Ad Size _____ Total Cost \$ _____

Circle Issue(s)	Deadline	Distribution Date
February	February 1st	Third week in February
April	April 1st	Third week in April
June	June 1st	Third week in June
August	August 1st	Third week in August
October	October 1st	Third week in October
December	December 1st	First week in January

Payment enclosed _____ Bill on Publication of each issue _____

Amex _____ Visa _____ MC _____

Card Number _____ Name on Card _____

Expiration Date _____ 3 Digit Security Code _____

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Byways 2021 Editorial Calendar

February 2021

- Great American Railroads
- What's Happening

April 2021

- Mountains & Valleys
- What's Happening

June 2021

- Ocean Views
- What's Happening

August 2021

- Rivers & Lakes
- What's Happening

October 2021

- Great American Roads
- What's Happening

December 2021

- Dams & Bridges
- What's Happening

Editorial Themes: For 38 years Byways has covered the leading destinations along the highways and byways of North America (USA and Canada).

We work with freelance writers, DMOs, public relations agencies, and individual attractions to secure our editorial content. We accept editorial submissions, jpeg photos and YouTube or Vimeo links for editorial consideration.

All advertising and editorial is included in both Turn-Key and App Store editions of Byways.

Our goal is to promote the growth of travel to these featured destinations.

Subscriptions are complimentary for the Turn-Key version of Byways for viewing on your computer or notebook computer on the Internet. To view all past digital issues of Byways, go to:

<http://issuu.com/byways.com>

An App (Byways Magazine) is available for consumers in Apple's App Store. Byways is also available in Apple News. Search Byways. For editorial inquiries and deadlines:

Stephen M. Kirchner
Editor & Publisher
Byways Magazine
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<http://bywaysmagazine.com>