

2024 BKRT Magazine Advertising Guidelines



BKRT is coming to a community near you!

Ellsworth County, Lincoln County, and the community of Lucas starting May 2-5, 2024.

Now's your chance to highlight your community, business, or attraction for hundreds of visitors!

The annual **Big Kansas Road Trip** is an all-out effort to spotlight a specific Kansas region and attract visitors and tourism revenue for a special destination weekend.

Approximately **7,500 copies** of the program guide will be published and distributed in advance to highlight all the special things to see and do, places to stay, eat and shop in **Ellsworth County, Lincoln County, and the community of Lucas.**

This is the perfect opportunity to catch travelers' attention for your community, visitor attraction, hotel, restaurant, or retail store in these counties and the surrounding areas and it only comes around once! So don't miss out!

Program Guide Advertising Rates and Specs

Back Cover - \$1295

7.5x10" (centered)
8.75x11.25" (full bleed)

Full Page - \$975

7.5x10" (centered)
8.75x11.25" (full bleed)

1/4 Page - \$295

3.66x5"

Inside Front Cover - \$1195

7.5x10" (centered)
8.75x11.25" (full bleed)

1/2 Page - \$595

7.5x5" (horizontal)
3.66x10" (vertical)

1/8 Page - \$175

3.66x2.5"

Design assistance included. All photos and logos must be high resolution (300DPI or higher). Payment in full required prior to publication.

DEADLINE TO RESERVE SPACE:

January 15th, 2024

**SUBMIT YOUR AD INFORMATION ONLINE AT:
BIGKANSASROADTRIP.COM/ADVERTISE**

For additional questions or information about the magazine, please contact:

314 Graphic Design
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A project of the Kansas Sampler Foundation

For any other questions regarding BKRT, please contact your local county or community leader.

Ellsworth County: Stacie Schmidt - ewcountyeconomicdevelopment@gmail.com

Lincoln County: Kris Heinze - Lcedfdirector@outlook.com

Lucas: Lacie Austin - lacieaustinart@yahoo.com