

2027 Pigeon Forge Travel Planner

The Pigeon Forge Travel Planner is one of the city's most important marketing tools. In conjunction with the city's website, it is the primary fulfillment piece for all of the city's marketing efforts. By purchasing an ad, your business becomes a prominent part of a vital source of information for our visitors. Travel Planners are distributed coast to coast to all potential visitors that request information about Pigeon Forge, and at locations throughout the city, State of Tennessee welcome centers and AAA offices. Please contact Jenean Denney at Pigeon Forge Department of Tourism with questions on purchasing an ad in the 2027 Pigeon Forge Travel Planner at 865-453-8574 or email her at jdenney@cityofpigeonforgetn.gov.

2027 AD SALES INFORMATION

- This is the only mailing you will receive about purchasing ad space in the 2027 Travel Planner
- **Ad sales begin June 15, 2026, and close July 31, 2026**
- **Materials deadline is August 14, 2026**
- All full- and half-page ads will include a free coupon (optional)
- A bold listing may be purchased to highlight your business in the free-listing section
- All ads will precede the free listings section, appear in alphabetical order by size within each section
- Half-page and eighth-page ads will be horizontal only; quarter-page ads will be vertical only
- If you do not desire to purchase advertising, your business will still have a presence in the Travel Planner through a free listing. Please complete the enclosed free listing form describing your business.
- If you submit print-ready artwork, you will not receive an additional proof
- Year-round inclusion in the interactive Travel Planner on **MyPigeonForge.com** is included with all ads
- Mobile coupons are included in the **Passport to Savings**

TO ADVERTISE IN THE PIGEON FORGE TRAVEL PLANNER:

- **Businesses must hold a Pigeon Forge business license, with a physical location within city limits and meet all advertising guidelines and policies.**
- All Pigeon Forge businesses purchasing ads must complete this contract.
- **Only completed contracts with payment will be accepted and placed into production. Ads will not be placed into production until payment and contract are received.**
- **The absolute deadline for ad space is 5 p.m. EST, Friday, July 31, 2026. Because ads are sold on a first-come, first-served basis, it is possible that ad space could be sold out before the deadline. Your completed contract, materials and payment will reserve your space.**
- Pigeon Forge businesses will only be allowed to purchase one ad per business. All ad space is sold on a first-come, first-served basis.
- **All ads are required to include a local physical address and phone number.**
- Any required artwork, including photography and logo, must be provided via email, along with your completed order and payment for all ads. High-resolution PDF, JPEG, PNG, or EPS files will be accepted. Original application files or layered files also must be included. A color printout must be provided for any finished ads.
- **You have 10 business days to return proof or your ad will run as is.**
- Pigeon Forge Department of Tourism reserves the right to approve and/or remove any advertising messages, graphics or content, at its discretion.

BUSINESS PROMOTION POLICY

The Pigeon Forge Department of Tourism is operated under the umbrella of city government and funded by tax dollars collected from the city’s businesses. Its purpose is to promote tourism for the city of Pigeon Forge and for tourism-related businesses within the city.

Participants in activities conducted by the Department, i.e., advertising in all printed promotional pieces, mail programs, welcome center brochure distribution, internet advertising, etc., will be regulated based on the following considerations:

The services of the Pigeon Forge Department of Tourism are only provided to tax-paying, tourism-related businesses located within the city of Pigeon Forge. In order to be promoted by the Pigeon Forge Department of Tourism, a business must be licensed by the city of Pigeon Forge, have a physical location within the city limits, operate solely for profit and not be competitive with the efforts of the Pigeon Forge Department of Tourism. The physical location must be where business is transacted and taxes are collected.

Exceptions to those considerations can include but are not limited to: churches, emergency services and natural attractions.

Lodging properties with rental offices located within the city limits may purchase advertising, if they meet the following guidelines:

- A minimum of 51 percent of all units offered by the lodging property for rental at any time must be located within the city limits of Pigeon Forge
- Must have an office in Pigeon Forge, staffed during customary and reasonable business hours, relative to other overnight rental companies
- Potential customers calling the published number are offered initially and primarily Pigeon Forge accommodations
- Promotional phone number utilized by the business for advertising purposes within department print/online programs must be answered using the official name of the business

Any Pigeon Forge lodging partner that holds a current business license dated prior to March 3, 2009, will be grandfathered in, and the lodging policy concerning minimum number of units within the city will not apply. Those businesses will be promoted according to past business promotion policies set Oct. 24, 2006.

Pigeon Forge businesses that generate income from outside Pigeon Forge city limits will not be allowed to purchase advertising for any locations outside the city limits nor will they be allowed to promote those outside locations through the Department’s marketing/advertising programs.

The names of nearby cities may only be used as a locator device, i.e., Gatlinburg, Sevierville, etc.

Advertising photos must be representative of the Pigeon Forge business.

No messages shall be political in nature and shall be only to promote the sale of vendor’s products and utilization of vendor’s tourism-related services.

The Pigeon Forge Department of Tourism reserves the right to disapprove any advertising messages, graphics, etc., at its discretion.

Ad Specs

- Full Page - \$18,900.**
7.825" wide x 9.375" tall - ad production not included
Includes: Coupon
- 1/2 Page - \$10,700.**
7.825" wide x 4.625" tall - ad production not included
Includes: Coupon
- 1/4 Page - \$5,900.**
3.875" wide x 4.625" tall - ad production not included
- 1/8 Page - \$2,975.**
3.875" wide x 2.25" tall - ad production not included
- Bold Listing - \$500.**
Bold Highlighted Listing
- Coupon - \$500.**
1.7813" w x 2.4063" h - One coupon per business
- Included at no additional charge with full-page and half-page ads.