

2027 PIGEON FORGE TRAVEL PLANNER CONTRACT INSERTION ORDER

PLEASE COMPLETE THE FOLLOWING CONTRACT AND ADVERTISEMENT INFORMATION.
ANY AD RECEIVED WITHOUT THIS CONTRACT WILL BE RETURNED FOR COMPLETION.

Business Information: *Please print or type.*

Company: _____

Contact Name: _____

Street Address: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Web Address: _____ E-mail: _____

☐ Yes, I would like to receive monthly marketing updates from the Department of Tourism

Advertisement Information:

I would like to purchase a (check one):

- ☐ Full-page ad, \$18,900; maximum of 50 words; coupon included
- ☐ 1/2-page ad, \$10,700; maximum of 40 words; coupon included
- ☐ 1/4-page horizontal ad, \$5,900; maximum of 30 words
- ☐ 1/8-page ad, \$2,975; maximum of 20 words
- ☐ Bold listing \$500
- ☐ Coupon \$500; maximum of 20 words (limited availability) first come, first served

Ad Specs

Full Page - 7.825" wide x 9.375" tall

1/2 Page - 7.825" wide x 4.625" tall

1/4 Page - 3.875" wide x 4.625" tall

1/8 Page - 3.875" wide x 2.25" tall

Bold Listing - Bold Highlighted Listing

Coupon - 1.7813" wide x 2.4063" tall

**By limiting copy on all ads, consumers are more likely to read and review an ad that is less copy laden.
Ads are more aesthetically appealing and easier to read.**

CHECK ALL THAT APPLY:

- ☐ I have enclosed a color printout and emailed necessary artwork.
- ☐ I have enclosed my Free Listing information.

YOUR SIGNATURE ACKNOWLEDGES THAT:

- You have provided all necessary information in the space above to purchase advertising in the 2027 Travel Planner.
- You have enclosed payment with your order; checks should be made payable to City of Pigeon Forge. Any material submitted without this signed contract will be returned for completion. Until payment is received, the contract is not valid and ad work will not begin.

NOTE: Ad sales begin Monday, June 15, 2026, and close July 31, 2026. All ad materials are due by August 14, 2026.

- Pigeon Forge businesses will have only one opportunity to make changes to submitted ads. **Advertisers will have 10 business days to respond with changes after receiving a proof. If no changes are received after 10 days, the ad will be run as is.**

Please email all artwork to Jenean Denney at jdenney@cityofpigeonforgetn.gov. Call Jenean Denney at Pigeon Forge Department of Tourism, 865-453-8574 for any questions.

Please mail your Travel Planner Contract, artwork (if applicable) and a check payable to City of Pigeon Forge to:
Pigeon Forge Department of Tourism, Attn.: Jenean Denney, P.O. Box 1390, Pigeon Forge, TN 37868-1390

Your signature is binding and certifies that you agree to all advertising policies and understand everything outlined in this document.

Advertiser must sign here:

Executed this _____ day of _____, 2026

Signature: _____

Name (Please Print): _____

Check # _____ Amount \$ _____

Pigeon Forge Department of Tourism:

By: _____

City of Pigeon Forge:

By: _____

2027 PIGEON FORGE TRAVEL PLANNER COUPON CONTRACT INSERTION ORDER

The Pigeon Forge Travel Planner includes coupons, filled with special offers from Pigeon Forge businesses to provide easily accessible discounts for our visitors. Coupon ads include business name, street address, phone number, website and discount offered (20-word maximum).

Benefits to participating in this program include:

- Additional exposure for your business
- Opportunity to attract new visitors to your business
- A Coupon Book symbol on your free listing

Rate: \$500*

*All full-page and half-page Travel Planner advertisers receive a free coupon. Includes a mobile coupon Passport to Savings. (Limited availability. First-come, first-served. In order to be included in the 2027 Coupon program, please complete this insertion order.)

The absolute deadline for space is 5 p.m. EST on Friday, July 31, 2026.

No exceptions will be made. Your completed contract, materials and payment will reserve your space.

Don't forget:

- Discounts offered must be at least 10 percent off the regular price
- Please provide dollar-off discounts whenever possible (e.g. \$1 off per game), as our visitors prefer these over percentage-off discounts
- Please include any restrictions
- Discounts valid from January 1 until December 31, 2027
- Be sure to enclose payment in the amount of \$500 to secure your coupon
- Ad packages have first right to coupons

PLEASE PRINT OR TYPE

Company: _____

Contact Name: _____

Street Address: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Toll-Free: _____ Fax: _____

Web Address: _____ E-mail: _____

Discount Offer (20 word maximum):

Please call Jenean Denney at Pigeon Forge Department of Tourism, 865-453-8574 with any questions.

Return to:

Pigeon Forge Department of Tourism

Attn: Jenean Denney,

P.O. Box 1390

Pigeon Forge, TN 37868-1390