

2009 FOUR-COLOR PRINT ADVERTISING RATES

SIZE	1x	4x	7x	13x	26x	39x	52x	65x	78x
65 Column Inches One page-tabloid size	21,560	20,790	20,020	19,400	18,900	18,475	18,035	17,670	17,240
40 Column Inches Junior Page	18,550	17,930	17,310	16,855	16,465	16,065	15,690	15,540	15,080
32.5 Column Inches Half-page (Horizontal)	16,465	15,970	15,490	15,020	14,700	14,420	14,075	13,885	13,635
26 Column Inches	15,015	14,580	14,150	13,920	13,520	13,260	12,960	12,760	12,530
20 Column Inches Junior half-page	13,520	13,140	12,765	12,495	12,265	12,020	11,802	11,645	11,435
15 Column Inches Junior third-page	11,800	11,550	11,230	10,995	10,830	10,680	10,505	10,390	10,210
10 Column Inches Junior quarter-page	10,190	9,980	9,750	9,615	9,520	9,350	9,255	9,170	9,025
5 Column Inches Junior eighth-page	8,595	8,480	8,365	8,250	8,160	8,100	8,015	7,970	7,865
Less than 5 column inches per inch	6,660	6,625	6,600	6,594	6,573	6,535	6,510	6,485	6,450

Premium positions: Back cover, add 25% premium; pages 2, 3, 5, 7 and inside back cover add 15% premium. Spot colors: PMS Metallic, add \$3,870 to rate.

SUPPLIED INSERTS

Do you have a brochure, business reply card or other specialty print piece you'd like to distribute to Travel Weekly readers? Travel Weekly accepts a variety of inserts. Each must be approved prior to running. Prices below are based on magazine-size inserts and include postal charge for periodical postage rates only. Due to postal requirements, some inserts do not qualify for periodical postage rates. Regional splits are available. For additional costs, Travel Weekly can even produce a specialty piece for you. Contact your sales representative for more information.

INSERT SIZE (PAGES)	TOTAL AMOUNT(GROSS)	PRODUCTION CHARGES*	TOTAL AMOUNT(NET)
2	8,075	TIP CHARGE Business Reply Card	3,215
4	9,675	TIP CHARGE Up to 4 pages	3,215
8	13,455	TIP CHARGE 6-16 pages	4,545
12	16,120	CENTERSTITCH CHARGE	5,200
16	17,750	SLOWDOWN CHARGE	At cost
20	20,130		
24	23,570		
28	26,885		

*Production charges will be assessed when insert sample is evaluated.

2009 ONLINE ADVERTISING RATES

TravelWeekly.com	1 month	3-5 months	6-8 months	9-11 months	12 months
Leaderboard	2,360				
Exclusive Site Sponsorship	6,000/week				
Wide Skyscraper	1,875				
Homepage Billboard	18,375/month or 5,250/week				
Vertical Banner Ad	1,300	1,245	1,160	1,100	1044
Text Ad	1,300				

E-mail Blast (1x)	National List	West List
Created by Client	4,675	2,415
Created by Travel Weekly	5,565	3,255

E-Postcards (one tab)	National List	West List
1x	8,325	3,620
4x	6,185	2,940

E-Newsletters	1-11 weeks	12-23 weeks	24-50 weeks	51 weeks
Square Buttons/Text Ads	1,070	990	870	695

Daily Bulletin	1 week
Vertical, Horizontal or Text Ads	2,020

Programs to be custom priced include: Webinars, Electronic Seminars, TW Virtual Tradeshow Sponsorships, Custom Virtual Shows built for specific sponsor, Custom Contests and Custom Landing Pages.