

**ONLY TRAVEL WEEKLY**  
2009 EDITORIAL CALENDAR

# TRAVEL WEEKLY'S 2009 EDITORIAL CALENDAR – YEAR AT-A-GLANCE

DESTINATION OR SUBJECT: FREQUENCY	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
<b>FOCUS ISSUES</b>												
6th Annual Readers Choice Winners 1x	19											
Focus on Cruising 1x			30									
Consumer Travel Editors Roundtable 1x				6								
Focus on Global Issues: World Travel and Tourism Council Annual Summit 1x					TBD							
Power List: The Industry's Top Sellers** 1x						22						
Survey: Consumer Trends in 2009** 1x							27					
Business Travel Report 1x								24				
Magellan Award Winners 1x									28			
Travel Weekly's Travel Industry Survey** 1x										26		
7th Annual Readers Choice Finalists 1x												14
<b>DESTINATIONS</b>												
Africa 2x						29					30	
Alaska 4x	12	9	9									14
Asia/South Pacific 10x	19	16	16		18	15	20	17	21	19		21
Bermuda 1x								31				
California 2x			23							26		
Canada 1x			30									
Caribbean 18x	5, 19	2, 16	2, 16	6, 20	18	15		17	7, 21	19	2, 16	7, 21
The Best of the Caribbean* 2x					25					5		
Central/South America 12x	5	2	2	6	4	1	6	3	7	5	2	7
China 6x		2		6		1		3		5		7
Cruise 12x	26	23	23	27	25	22	27	24	28	26	23	28
Europe 12x	12	9	9	13	11	8	13	10	14	12	9	14
The Best of Europe* 2x			16							19		
Florida 7x	19	9			18	8		10	14		9	

\*Standard magazine size \*\*Tabloid-sized

2009 EDITORIAL CALENDAR

DESTINATION OR SUBJECT: FREQUENCY	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	
Gay and Lesbian Travel	2x				11						2		
Germany	2x		23					24					
Hawaii	23x	5, 12	2, 16	2, 9	6, 20	11	1, 15	6, 13	3, 17	7, 14	5, 19	2, 16, 30	14
Hawaii Prime Consumer Markets**	1x	19											
Hawaii Loves Travel Agents**	2x	26								26			
How to Sell Luxury Travel to Hawaii**	1x		9										
How to Sell Family Vacations to Hawaii**	1x			16									
How to Sell Hawaii Weddings & Honeymoons**	1x				13								
How to Sell Summers to Hawaii**	1x					25							
How to Sell Golf Vacations to Hawaii**	1x							10					
India	2x				20						16		
Israel	2x			30				31					
Las Vegas	12x	12	9	9	13	11	8	13	10	14	12	9	14
The Best of Las Vegas*	1x					18							
Luxury	12x	26	23	23	27	25	22	27	24	28	26	23	28
Maryland Travel Planner*	1x											2	
Mediterranean	2x			30								30	
Mexico	12x	19	16	16	20	18	15	20	17	21	19	16	21
Selling Mexico/Romance Mexico Planner*	2x							10				9	
Multi-Generational Travel	6x		16		20		15		17		19		21
New Orleans	6x	26		23		4	29			21		9	
New York	2x							31				21	
Pacific Northwest	2x		16		20								
River Cruising	8x	5	9	2	13					7	12	2	14
Ski Vacations	5x							24	28	26	23	28	
Spa Holidays	1x						29						
Ultimate Hotel Guide	1x											7	
USTOA Desk Reference*	1x											21	
World of Luxury*	1x											14	

\*Standard magazine size \*\*Tabloid-sized

# TRAVEL WEEKLY JANUARY 2009

All deadlines are based on U.S. Eastern time

ISSUE DATE	NEWSPAPER SECTIONS	NEWSPAPER CLOSING & MATERIAL DUE DATES	SPECIAL SECTIONS	SPECIAL SECTIONS CLOSING & MATERIAL DUE DATES
MONDAY January 5	<ul style="list-style-type: none"> <li>• Caribbean • Central/South America</li> <li>• Hawaii (All Islands) • River Cruising</li> </ul>	December 16, 2008*		
MONDAY January 12	<ul style="list-style-type: none"> <li>• Alaska • Europe • Hawaii (Oahu)</li> <li>• Las Vegas</li> </ul>	December 23, 2008*		
MONDAY January 19	<p><b>Travel Weekly's 6th Annual Readers Choice Winners</b></p> <ul style="list-style-type: none"> <li>• Asia/South Pacific • Caribbean</li> <li>• Florida • Mexico</li> </ul>	<b>January 6, 2009</b>	<i>Tabloid Size:</i> Hawaii Prime Consumer Markets	November 3, 2008
MONDAY January 26	<ul style="list-style-type: none"> <li>• Cruise • <i>Hawaii Loves Travel Agents (close 12/4/08)**</i> • Luxury • New Orleans</li> </ul>	January 12, 2009*		

\*Signifies early close due to holiday in schedule

\*\*Tabloid-sized themed section (not guide)

# TRAVEL WEEKLY FEBRUARY 2009

All deadlines are based on U.S. Eastern time

ISSUE DATE	NEWSPAPER SECTIONS	NEWSPAPER CLOSING & MATERIAL DUE DATES	SPECIAL SECTIONS	SPECIAL SECTIONS CLOSING & MATERIAL DUE DATES
MONDAY February 2	<ul style="list-style-type: none"> <li>• Caribbean • Central/South America</li> <li>• China • Hawaii (Big Island)</li> </ul>	January 20, 2009		
MONDAY February 9	<ul style="list-style-type: none"> <li>• Alaska • Europe • Florida • <i>How to Sell Luxury Travel to Hawaii (close 12/8/08)**</i></li> <li>• Las Vegas • River Cruising</li> </ul>	January 27, 2009		
MONDAY February 16	<ul style="list-style-type: none"> <li>• Asia/South Pacific • Caribbean</li> <li>• Hawaii (Kauai) • Mexico</li> <li>• Multi-Generational Travel • Pacific Northwest</li> </ul>	February 3, 2009		
MONDAY February 23	<ul style="list-style-type: none"> <li>• Cruise • Germany • Luxury</li> </ul>	February 9, 2009*		

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# TRAVEL WEEKLY MARCH 2009

All deadlines are based on U.S. Eastern time

ISSUE DATE	NEWSPAPER SECTIONS	NEWSPAPER CLOSING & MATERIAL DUE DATES	SPECIAL SECTIONS	SPECIAL SECTIONS CLOSING & MATERIAL DUE DATES
MONDAY March 2	<ul style="list-style-type: none"> <li>• Caribbean • Central/South America</li> <li>• Hawaii (Oahu) • River Cruising</li> </ul>	February 17, 2009		
MONDAY March 9	<ul style="list-style-type: none"> <li>• Alaska • Europe • Hawaii (Maui)</li> <li>• Las Vegas</li> </ul>	February 24, 2009		
MONDAY March 16	<ul style="list-style-type: none"> <li>• Asia/South Pacific • Caribbean</li> <li>• <i>How to Sell Family Vacations to Hawaii (close 2/2/09)**</i> • Mexico</li> </ul>	March 3, 2009	<i>Magazine Size:</i> The Best of Europe	December 23, 2008
MONDAY March 23	<ul style="list-style-type: none"> <li>• California • Cruise • Luxury • New Orleans</li> </ul>	March 10, 2009		
MONDAY March 30	<b>Focus on Cruising</b> <ul style="list-style-type: none"> <li>• Canada • Israel • Mediterranean</li> </ul>	<b>March 17, 2009</b>		

\*\*Tabloid-sized themed section (not guide)

# TRAVEL WEEKLY APRIL 2009

All deadlines are based on U.S. Eastern time

ISSUE DATE	NEWSPAPER SECTIONS	NEWSPAPER CLOSING & MATERIAL DUE DATES	SPECIAL SECTIONS	SPECIAL SECTIONS CLOSING & MATERIAL DUE DATES
MONDAY April 6	<b>Consumer Trends Editors Roundtable</b> <ul style="list-style-type: none"> <li>• Caribbean • Central/South America</li> <li>• China • Hawaii (Kauai)</li> </ul>	March 24, 2009		
MONDAY April 13	<ul style="list-style-type: none"> <li>• Europe • <i>How to Sell Hawaii Weddings &amp; Honeymoons (close 3/2/09)**</i> • Las Vegas</li> <li>• River Cruising</li> </ul>	March 31, 2009		
MONDAY April 20	<ul style="list-style-type: none"> <li>• Caribbean • Hawaii (Big Island)</li> <li>• India • Mexico • Multi-Generational Travel</li> <li>• Pacific Northwest</li> </ul>	April 7, 2009		
MONDAY April 27	<ul style="list-style-type: none"> <li>• Cruise • Luxury</li> </ul>	April 14, 2009		

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# TRAVEL WEEKLY MAY 2009

All deadlines are based on U.S. Eastern time

ISSUE DATE	NEWSPAPER SECTIONS	NEWSPAPER CLOSING & MATERIAL DUE DATES	SPECIAL SECTIONS	SPECIAL SECTIONS CLOSING & MATERIAL DUE DATES
MONDAY May 4	• Central/South America • New Orleans	April 21, 2009		
MONDAY May 11	• Europe • Gay and Lesbian Travel • Hawaii (Maui) • Las Vegas	April 28, 2009		
MONDAY May 18	<b>Focus on Global Issues: World Travel and Tourism Council Annual Summit</b> • Asia/South Pacific • Caribbean • Florida • Mexico	<b>May 5, 2009</b>	<i>Magazine size:</i> The Best of Las Vegas	March 6, 2009
MONDAY May 25	• Cruise • <i>How to Sell Summers to Hawaii (close 4/13/09)**</i> • Luxury	May 12, 2009	<i>Magazine size:</i> The Best of the Caribbean	March 13, 2009

\*\*Tabloid-sized themed section (not guide)

# TRAVEL WEEKLY JUNE 2009

All deadlines are based on U.S. Eastern time

ISSUE DATE	NEWSPAPER SECTIONS	NEWSPAPER CLOSING & MATERIAL DUE DATES	SPECIAL SECTIONS	SPECIAL SECTIONS CLOSING & MATERIAL DUE DATES
MONDAY June 1	<ul style="list-style-type: none"> <li>• Central/South America • China</li> <li>• Hawaii Roundtable Coverage</li> </ul>	May 18, 2009*		
MONDAY June 8	<ul style="list-style-type: none"> <li>• Europe • Florida • Las Vegas</li> </ul>	May 26, 2009		
MONDAY June 15	<ul style="list-style-type: none"> <li>• Asia/South Pacific • Caribbean</li> <li>• Hawaii (Oahu) • Mutli-Generational Travel</li> <li>• Mexico</li> </ul>	June 2, 2009		
MONDAY June 22	<ul style="list-style-type: none"> <li>• Cruise • Luxury</li> </ul>	June 9, 2009	<i>Tabloid Size:</i> Travel Weekly's Power List: The Industry's Top Travel Sellers	April 28, 2009
MONDAY June 29	<ul style="list-style-type: none"> <li>• Africa • New Orleans • Spa Holidays</li> </ul>	June 16, 2009		

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\*\*Tabloid-sized themed section (not guide)

# TRAVEL WEEKLY JULY 2009

All deadlines are based on U.S. Eastern time

ISSUE DATE	NEWSPAPER SECTIONS	NEWSPAPER CLOSING & MATERIAL DUE DATES	SPECIAL SECTIONS	SPECIAL SECTIONS CLOSING & MATERIAL DUE DATES
MONDAY July 6	• Central/South America • Hawaii (Big Island)	June 22, 2009*		
MONDAY July 13	• Europe • Hawaii (Kauai) • Las Vegas	June 29, 2009*		
MONDAY July 20	• Asia/South Pacific • Mexico	July 7, 2009		
MONDAY July 27	• Cruise • Luxury	July 14, 2009	<i>Tabloid Size:</i> Travel Weekly Survey: Consumer Trends in 2009	June 2, 2009

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# TRAVEL WEEKLY AUGUST 2009

All deadlines are based on U.S. Eastern time

ISSUE DATE	NEWSPAPER SECTIONS	NEWSPAPER CLOSING & MATERIAL DUE DATES	SPECIAL SECTIONS	SPECIAL SECTIONS CLOSING & MATERIAL DUE DATES
MONDAY August 3	<ul style="list-style-type: none"> <li>• Central/South America • China</li> <li>• Hawaii (Oahu)</li> </ul>	July 21, 2009		
MONDAY August 10	<ul style="list-style-type: none"> <li>• Europe • Florida • <i>How to Sell Golf Vacations to Hawaii (close 6/29/09)**</i></li> <li>• Las Vegas</li> </ul>	July 28, 2009	<i>Magazine size:</i> Selling Mexico Planner	May 28, 2009
MONDAY August 17	<ul style="list-style-type: none"> <li>• Asia/South Pacific • Caribbean</li> <li>• Hawaii (50 Years of Statehood) • Mexico</li> <li>• Multi-Generational Travel</li> </ul>	August 4, 2009		
MONDAY August 24	<b>Business Travel Report</b> <ul style="list-style-type: none"> <li>• Cruise • Germany • Luxury • Ski Vacations</li> </ul>	<b>August 11, 2009</b>		
MONDAY August 31	<ul style="list-style-type: none"> <li>• Bermuda • Israel • New York</li> </ul>	August 18, 2009		

\*\*Tabloid-sized themed section (not guide)

# TRAVEL WEEKLY SEPTEMBER 2009

All deadlines are based on U.S. Eastern time

ISSUE DATE	NEWSPAPER SECTIONS	NEWSPAPER CLOSING & MATERIAL DUE DATES	SPECIAL SECTIONS	SPECIAL SECTIONS CLOSING & MATERIAL DUE DATES
MONDAY September 7	<ul style="list-style-type: none"> <li>• Caribbean • Central/South America</li> <li>• Hawaii (Maui) • River Cruising</li> </ul>	August 25, 2009		
MONDAY September 14	<ul style="list-style-type: none"> <li>• Europe • Florida • Hawaii (Oahu)</li> <li>• Las Vegas</li> </ul>	August 31, 2009*		
MONDAY September 21	<ul style="list-style-type: none"> <li>• Asia/South Pacific • Caribbean</li> <li>• Mexico • New Orleans</li> </ul>	September 8, 2009		
MONDAY September 28	<p><b>Magellan Award Winners</b></p> <ul style="list-style-type: none"> <li>• Cruise • Luxury • Ski Vacations</li> </ul>	<b>September 15, 2009</b>		

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# TRAVEL WEEKLY OCTOBER 2009

All deadlines are based on U.S. Eastern time

ISSUE DATE	NEWSPAPER SECTIONS	NEWSPAPER CLOSING & MATERIAL DUE DATES	SPECIAL SECTIONS	SPECIAL SECTIONS CLOSING & MATERIAL DUE DATES
MONDAY October 5	<ul style="list-style-type: none"> <li>• Central/South America • China</li> <li>• Hawaii (Big Island)</li> </ul>	September 22, 2009	<i>Magazine size:</i> The Best of the Caribbean	July 23, 2009
MONDAY October 12	<ul style="list-style-type: none"> <li>• Europe • Las Vegas</li> <li>• River Cruising</li> </ul>	September 29, 2009		
MONDAY October 19	<ul style="list-style-type: none"> <li>• Asia/South Pacific • Caribbean</li> <li>• Hawaii (Maui) • Mexico</li> <li>• Multi-Generational Travel</li> </ul>	October 6, 2009	<i>Magazine size:</i> The Best of Europe	August 6, 2009
MONDAY October 26	<ul style="list-style-type: none"> <li>• California • Cruise • <i>Hawaii Loves Travel Agents (close 9/14/09)**</i> • Luxury</li> <li>• Ski Vacations</li> </ul>	October 13, 2009	<i>Tabloid size:</i> Travel Weekly's Travel Industry Survey	August 13, 2009

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# TRAVEL WEEKLY NOVEMBER 2009

All deadlines are based on U.S. Eastern time

ISSUE DATE	NEWSPAPER SECTIONS	NEWSPAPER CLOSING & MATERIAL DUE DATES	SPECIAL SECTIONS	SPECIAL SECTIONS CLOSING & MATERIAL DUE DATES
MONDAY November 2	<ul style="list-style-type: none"> <li>• Caribbean • Central/South America</li> <li>• Gay and Lesbian Travel • Hawaii (Kauai)</li> <li>• River Cruising</li> </ul>	October 20, 2009	<i>Magazine size:</i> Maryland Planner	August 20, 2009
MONDAY November 9	<ul style="list-style-type: none"> <li>• Europe • Florida • Las Vegas</li> <li>• New Orleans</li> </ul>	October 27, 2009	<i>Magazine size:</i> Selling Romance Mexico Planner	August 27, 2009
MONDAY November 16	<ul style="list-style-type: none"> <li>• Caribbean • Hawaii (Oahu) • India</li> <li>• Mexico</li> </ul>	November 3, 2009		
MONDAY November 23	<ul style="list-style-type: none"> <li>• Cruise • Luxury • Ski Vacations</li> </ul>	November 9, 2009*		
MONDAY November 30	<ul style="list-style-type: none"> <li>• Africa • Hawaii (Big Island)</li> <li>• Mediterranean</li> </ul>	November 13, 2009*		

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# TRAVEL WEEKLY DECEMBER 2009

All deadlines are based on U.S. Eastern time

ISSUE DATE	NEWSPAPER SECTIONS	NEWSPAPER CLOSING & MATERIAL DUE DATES	SPECIAL SECTIONS	SPECIAL SECTIONS CLOSING & MATERIAL DUE DATES
MONDAY December 7	<ul style="list-style-type: none"> <li>• Caribbean • Central/South America</li> <li>• China</li> </ul>	November 20, 2009*	<i>Tabloid size:</i> Ultimate Hotel Guide	September 8, 2009
MONDAY December 14	<b>Travel Weekly's 7th Annual Readers Choice Awards Finalists</b> <ul style="list-style-type: none"> <li>• Alaska • Europe • Hawaii (All Islands)</li> <li>• Las Vegas • River Cruising</li> </ul>	<b>December 1, 2009</b>	<i>Special size:</i> World of Luxury	September 22, 2009
MONDAY December 21	<ul style="list-style-type: none"> <li>• Asia/South Pacific • Caribbean • Mexico</li> <li>• Multi-Generational Travel • New York</li> </ul>	December 7, 2009*	<i>Magazine size:</i> USTOA	October 13, 2009 Desk Reference
MONDAY December 28	<ul style="list-style-type: none"> <li>• Cruise • Luxury • Ski Vacations</li> </ul>	December 11, 2009*		

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# TRAVEL WEEKLY BONUS DISTRIBUTION SHOWS 2009

DATE	SHOW	ISSUE
FEB 1-3	Florida Huddle	JAN 26, FEB 2
MAR 11-13	ITB Berlin	MAR 2, MAR 9
APR 2-6	CLIA'S Cruise3sixty	MAR 23, MAR 30
MAR 29-APR 4	Mountain Travel Symposium	MAR 23, MAR 30
TBD	World Travel & Tourism Council (WTTC)	TBD
AUG 23-26	NBTA	AUG 17, AUG 24
SEP 13-15	ASTA	SEP 7, SEP 14
SEP 23-25	TravelMart Latin America	SEP 14, SEP 21
NOV 9-12	WTM	OCT 26, NOV 2, NOV 9
DEC 8-10	USTOA	DEC 1, DEC 8

## POW WOW CONVENTION DAILY 2009

ISSUE DATE	ISSUE NAME	CLOSING DATE
MAY 11	Pow Wow Preview Issue	MAR 2, 2009
MAY 17	Pow Wow Registration Bag Issue	MAR 24, 2009
MAY 18, 19, 20	Pow Wow Hotel Distribution Issues	MAR 24, 2009
JUN 8	Pow Wow Post Issue	APR 15, 2009

## 2009 FOUR-COLOR PRINT ADVERTISING RATES

SIZE	1x	4x	7x	13x	26x	39x	52x	65x	78x
<b>65 Column Inches</b> One page-tabloid size	21,560	20,790	20,020	19,400	18,900	18,475	18,035	17,670	17,240
<b>40 Column Inches</b> Junior Page	18,550	17,930	17,310	16,855	16,465	16,065	15,690	15,540	15,080
<b>32.5 Column Inches</b> 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
<b>20 Column Inches</b> Junior half-page	13,520	13,140	12,765	12,495	12,265	12,020	11,802	11,645	11,435
<b>15 Column Inches</b> Junior third-page	11,800	11,550	11,230	10,995	10,830	10,680	10,505	10,390	10,210
<b>10 Column Inches</b> Junior quarter-page	10,190	9,980	9,750	9,615	9,520	9,350	9,255	9,170	9,025
<b>5 Column Inches</b> Junior eighth-page	8,595	8,480	8,365	8,250	8,160	8,100	8,015	7,970	7,865
<b>Less than 5 column inches</b> 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
<b>Leaderboard</b>	<b>2,360</b>				
<b>Exclusive Site Sponsorship</b>	<b>6,000/week</b>				
<b>Wide Skyscraper</b>	<b>1,875</b>				
<b>Homepage Billboard</b>	<b>18,375/month or 5,250/week</b>				
<b>Vertical Banner Ad</b>	<b>1,300</b>	<b>1,245</b>	<b>1,160</b>	<b>1,100</b>	<b>1044</b>
<b>Text Ad</b>	<b>1,300</b>				

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

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

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

<b>Daily Bulletin</b>	<b>1 week</b>
<b>Vertical, Horizontal or Text Ads</b>	<b>2,020</b>

*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.*

# TRAVEL WEEKLY CLOSING DATES 2009

JANUARY 2009 THROUGH DECEMBER 2009

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ISSUE	CLOSING	ISSUE	CLOSING	ISSUE	CLOSING	ISSUE	CLOSING
JAN 5	DEC 16, 2008*	APR 6	MAR 24	JUL 6	JUN 22*	OCT 5	SEP 22
JAN 12	DEC 23, 2008*	APR 13	MAR 31	JUL 13	JUN 29*	OCT 12	SEP 29
JAN 19	JAN 6, 2009	APR 20	APR 7	JUL 20	JUL 7	OCT 19	OCT 6
JAN 26	JAN 12*	APR 27	APR 14	JUL 27	JUL 14	OCT 26	OCT 13
FEB 2	JAN 20	MAY 4	APR 21	AUG 3	JUL 21	NOV 2	OCT 20
FEB 9	JAN 27	MAY 11	APR 28	AUG 10	JUL 28	NOV 9	OCT 27
FEB 16	FEB 3	MAY 18	MAY 5	AUG 17	AUG 4	NOV 16	NOV 3
FEB 23	FEB 9*	MAY 25	MAY 12	AUG 24	AUG 11	NOV 23	NOV 9*
MAR 2	FEB 17	JUN 1	MAY 18*	AUG 31	AUG 18	NOV 30	NOV 13*
MAR 9	FEB 24	JUN 8	MAY 26	SEP 7	AUG 25	DEC 7	NOV 20*
MAR 16	MAR 3	JUN 15	JUN 2	SEP 14	AUG 31*	DEC 14	DEC 1
MAR 23	MAR 10	JUN 22	JUN 9	SEP 21	SEP 8	DEC 21	DEC 7*
MAR 30	MAR 17	JUN 29	JUN 16	SEP 28	SEP 15	DEC 28	DEC 11*

## PRINT CLOSING DATES

1. Space reservations, all ad materials and inserts for print products are due approximately 9 business days prior to issue date. Please refer to calendar above for actual issue and closing dates.
2. Most standard-size magazine Reference/Sales Guides close approximately eight weeks prior to issue date. Please refer to the Advertising Planner, or contact the Ad Production Department for exact closing.
3. Classified: Closes 4 business days prior to the issue date.
4. Issues mail on the Friday prior to date of issue.

## ONLINE CLOSING DATES

1. Space reservations due 10 working days prior to posting on site and/or E-Newsletter.
2. Materials due 5 working days prior to posting on site and/or E-Newsletter.

For web site banners: E-Mail: [twx@ntmlc.com](mailto:twx@ntmlc.com)

For Travel Weekly Daily Bulletin and E-Newsletters: E-mail: [tweletters@ntmlc.com](mailto:tweletters@ntmlc.com)

For brochures: Travel Weekly, 100 Lighting Way Secaucus, NJ 07094 USA, Attn: Linda Buchanan

# TRAVEL WEEKLY DISPLAY AD REQUIREMENTS

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## PRINT

### a. Newspaper Size (Tabloid Size Sections)

Live: 9.9375" wide by 13.1875" deep. Trim size: 10.4375" wide by 13.6875" deep.

Bleed: 10.6875" wide by 13.9375" deep.

All live type must be kept .25" from trim edges. No exceptions.

### b. Magazine Size Special Sections

Best of projects, Selling Mexico planners and USTOA

Live: 7" wide by 10" deep. Trim size: 8" wide by 10.5" deep.

Bleed: 8.25" wide by 10.75" deep.

All live type must be kept .25" from trim edges. No exceptions.

### c. Printed by Web offset SWOP. SWOP recommended standards apply.

### d. For further information regarding display ad requirements and specifications please contact the Travel Weekly Production Department.

MICHELE GARTH Production Supervisor 201-902-1930

LISA GONZALES Production Specialist 201-902-1927

ADRIAN CARBUNESCU Production Specialist 201-902-1990

### e. Digital File Requirements PDF/X-1a is the preferred file format.

### f. Post Your Digital Ad to the FTP site

Contact production for FTP site address and instructions.

### g. Proofs are optional

Travel Weekly will no longer use color proofs on press. Travel Weekly's printer uses a closed-loop color system to set the press to SWOP specifications. Be sure your file is prepared to SWOP specifications. You may choose to submit a proof. Travel Weekly will use that proof to check for correct content during the prepress stage.

### h. Ad Size

Build your ad to the exact live or bleed size that appears on the Travel Weekly Ad Size Sheet on the next page. Turn off crop marks.

### i. Type Safety and Bleed

All live type and images must be kept .25" from trim. Be sure all bleed ads extend to the bleed specifications .125" beyond the trim.

### j. Colors

Delete any unused colors. RGB, LAB, and ICC based colors must be converted to CMYK. Convert duotone images to CMYK

### k. Trapping

Do not trap your file. The file will be trapped according to TW's printer specifications during the prepress stage.

### l. Fonts and Rules

Do not "menu-style" your fonts. These styles may not have matching printer fonts available and may not print correctly. For effects such as bold or italic, select a bold or italic font. Avoid fine serifs on knockout type printing smaller than 8 points. Do not use 100% four-color type. (This would equate to 400% total density, which is noncompliant). Avoid hairline rules less than .007 inch or 1/2 point. Use only Type1 or Truetype Fonts.

### m. Image Resolution

Continuous tone images should be set to an effective resolution greater than or equal to 300 dpi. If you place an image that is 300 dpi but scale it above 125%, the effective resolution changes to 214 dpi. For best results, place all images at or close to 100%. Total CMYK densities should not exceed 300 percent in the darkest areas of an image. Do not use JPEG compression.

### n. Naming convention

Name your ad with no more than 31 characters, including the file extension. Include the client name, publication, project and issue date within the name. For example, if you are creating an ad for the client Cruise Hotel to run in the June 22 Power List, name the file CruiseHotel\_TW\_Power\_062209.pdf. If the same client is running an ad in the April 6 regular issue, name the file CruiseHotel\_TW\_NEWS\_040609.pdf.

### o. PDF File Guidelines

The preferred file format for ads is PDF/X-1a using Adobe Acrobat 6 or higher. Never "Save or Export pages as PDF" from the native file. Print PostScript to file, then convert Postscript file to PDF/X-1a using Acrobat Distiller's preconfigured setting from the default drop down menu. This will greatly improve the reliability and efficiency of the ad being submitted by eliminating the most common errors in file preparation.

### p. Preflighting

Preflighting ensures that the PDF file you create is print-ready and allows you to catch errors such as RGB images, missing fonts, TrueType fonts and missing images. There are several software companies such as Enfocus, Markzware and Callas that offer preflight software packages. If you don't have pre-flight software you can go to Adobe's web site at [www.adobe.com](http://www.adobe.com) to preflight your PDF file before sending it to us. The software used to process digital ads will automatically convert RGB images to CMYK, fix hairline rules and fix total ink coverage issues (density); therefore, it is highly recommended that you pre-flight the file and you may wish to supply a proof for content.

### q. Supplied Inserts

Quantity: 40,000 per run (Includes spoilage and is subject to change.)

Contact Lisa Gonzales for specifications, deadlines and delivery instructions. Insert availability is limited. Insert reservations must be arranged through a sales representative. Reserve early to secure preferred issue date. Samples/paper mock-ups must be submitted to Lisa Gonzales at least two weeks prior to issue close date for approval. Paper stock used for inserts subject to the Publisher's approval. It is the advertiser and its agency's responsibility to ensure that inserts comply with the Publisher's requirements, Periodical Postal Regulations and other Federal and State Laws and Regulations. Any additional USPS charges incurred will be billed at cost. Due to postal requirements, some inserts do not qualify for Periodical postage rates. Advertisers running supplied inserts must supply their digital files for the inserts to appear in Travel Weekly's digital edition. Regional splits are available.

### r. Coverwraps and Gatefolds

Contact Adrian Carbusescu for specifications and deadlines. Coverwrap and gatefold availability is limited. Reservations must be arranged through a sales representative. Reserve early to secure preferred issue date.

### s. Advertorial ads

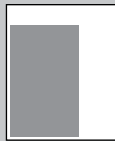
create powerful vehicles for clients to communicate with Travel Weekly readers. Travel Weekly is bound by federal law to ensure editorial and advertising are clearly marked to avoid confusing readers. The design of advertorial ads must in no way resemble the Travel Weekly editorial format. It is expected that a unique design will be used. Travel Weekly's Publisher and Editor in Chief reserve the right to reject or request changes to any ad if it too closely resembles a Travel Weekly editorial page.

# TRAVEL WEEKLY AD DIMENSIONS

## NEWSPAPER/TABLOID SECTION AD DIMENSIONS - 5 COLUMNS WIDE



65 column inch SPREAD -  
Tabloid Spread  
Live/Non-bleed: 20<sup>3</sup>/<sub>8</sub>"w X 13<sup>3</sup>/<sub>16</sub>"d  
Trim: 20<sup>7</sup>/<sub>8</sub>"w X 13<sup>1</sup>/<sub>16</sub>"d  
Bleed: 21<sup>1</sup>/<sub>8</sub>"w X 13<sup>15</sup>/<sub>16</sub>"d



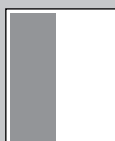
30 Column Inches  
Non-bleed: 5<sup>1</sup>/<sub>4</sub>"w X 10"<sup>d</sup>



15 Column Inches -  
Junior Third Page  
Horizontal  
Non-bleed: 9"w X 3"<sup>d</sup>



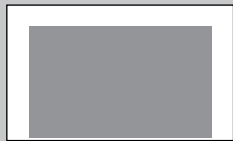
65 column inch - Full Tabloid Page  
Live/Non-bleed: 9<sup>1</sup>/<sub>16</sub>"w X 13<sup>3</sup>/<sub>16</sub>"d  
Trim: 10<sup>7</sup>/<sub>16</sub>"w X 13<sup>1</sup>/<sub>16</sub>"d  
Bleed: 10<sup>1</sup>/<sub>16</sub>"w X 13<sup>15</sup>/<sub>16</sub>"d



26 Column Inches  
Non-bleed: 3<sup>1</sup>/<sub>2</sub>"w X 12<sup>7</sup>/<sub>16</sub>"d



15 Column Inches -  
Junior Third Page  
Square  
Non-bleed: 5<sup>1</sup>/<sub>4</sub>"w X 5"<sup>d</sup>



40 column inch SPREAD -  
Junior Spread  
Gutter/Non-bleed: 15<sup>1</sup>/<sub>16</sub>"w X 10"<sup>d</sup>



20 column inch -  
Junior Half Page Strip  
Non-bleed: 9"w X 4"<sup>d</sup>



10 column inches -  
Junior Quarter Page  
Horizontal Strip  
Non-bleed: 9"w X 2"<sup>d</sup>



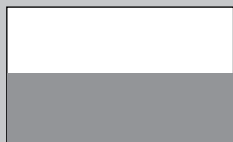
40 column inch - Junior Page  
Non-bleed: 7"w X 10"<sup>d</sup>  
**IMPORTANT** - Bleed not available in  
newspaper/tabloid sections



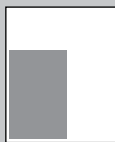
20 column inch - Junior  
Half Page Horizontal  
Non-bleed: 7"w X 5"<sup>d</sup>



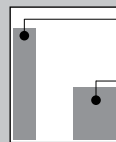
10 column inches - Junior  
Quarter Page Horizontal  
Non-bleed: 7"w X 2<sup>1</sup>/<sub>2</sub>"<sup>d</sup>



32.5 column inch SPREAD -  
Half Tab Spread  
Live/Non-bleed: 20<sup>3</sup>/<sub>8</sub>"w X 6<sup>1</sup>/<sub>2</sub>"<sup>d</sup>  
Trim: 20<sup>7</sup>/<sub>8</sub>"w X 6<sup>3</sup>/<sub>4</sub>"<sup>d</sup> (no bleed off top)  
Bleed: 21<sup>1</sup>/<sub>8</sub>"w X 7"<sup>d</sup> (no bleed off top)



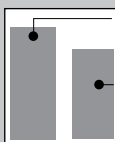
20 column inch -  
Junior Half Page Island  
Non-bleed: 5<sup>1</sup>/<sub>4</sub>"w X 6<sup>5</sup>/<sub>8</sub>"<sup>d</sup>



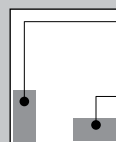
10 column inches - Junior  
Quarter Page Vertical  
Non-bleed: 1<sup>5</sup>/<sub>8</sub>"w X 10"<sup>d</sup>  
10 column inches - Junior  
Quarter Page Square  
Non-bleed: 3<sup>1</sup>/<sub>2</sub>"w X 5"<sup>d</sup>



32.5 column inch - Tabloid Half Page  
Live/Non-bleed: 9"w X 6<sup>1</sup>/<sub>2</sub>"<sup>d</sup>  
Trim: 10<sup>7</sup>/<sub>16</sub>"w X 6<sup>3</sup>/<sub>4</sub>"<sup>d</sup> (no bleed off top)  
Bleed: 10<sup>1</sup>/<sub>16</sub>"w X 7"<sup>d</sup> (no bleed off top)



20 column inch - Junior  
Half Page Vertical  
Non-bleed: 3<sup>1</sup>/<sub>2</sub>"w X 10"<sup>d</sup>  
15 column inch - Junior  
Third Page Vertical  
Non-bleed: 3<sup>1</sup>/<sub>2</sub>"w X 7<sup>1</sup>/<sub>2</sub>"<sup>d</sup>

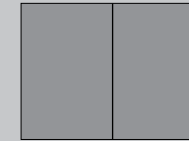


5 column inches - Junior  
Eighth Page Vertical  
Non-bleed: 1<sup>5</sup>/<sub>8</sub>"w X 5"<sup>d</sup>  
5 column inches - Junior  
Eighth Page Horizontal  
Non-bleed: 3<sup>1</sup>/<sub>2</sub>"w X 2<sup>1</sup>/<sub>2</sub>"<sup>d</sup>

## MAGAZINE SIZE AD DIMENSIONS - 4 COLUMNS WIDE

Tabloid Sizes Not Available in Reference Guide

- Tabloid Spread
- Tabloid Full Page
- Tabloid Half Page
- Half Tabloid Spread
- Twenty Six Column Inch
- Twenty Column Inch Strip
- Fifteen Column Inch Horizontal Strip
- Ten Column Inch Horizontal Strip



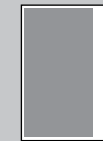
40 column inch SPREAD - Junior Spread  
Live/Non-bleed: 15<sup>1</sup>/<sub>2</sub>"w X 10"<sup>d</sup>  
Trim: 16" w X 10<sup>1</sup>/<sub>2</sub>"<sup>d</sup>  
Bleed: 16<sup>1</sup>/<sub>4</sub>"w X 10<sup>3</sup>/<sub>4</sub>"<sup>d</sup>



40 column inch -  
Full Junior Page  
Live/Non-bleed: 7" w X 10"<sup>d</sup>  
Trim: 8" w X 10<sup>1</sup>/<sub>2</sub>"<sup>d</sup>  
Bleed: 8<sup>1</sup>/<sub>4</sub>"w X 10<sup>3</sup>/<sub>4</sub>"<sup>d</sup>



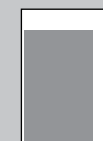
15 column inch -  
Junior Third Page  
Vertical  
Non-bleed: 3<sup>1</sup>/<sub>2</sub>"w X 7<sup>1</sup>/<sub>2</sub>"<sup>d</sup>



30 Column Inches  
Non-bleed: 5<sup>1</sup>/<sub>4</sub>"w X 10"<sup>d</sup>



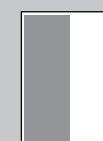
15 column inch -  
Junior Third Page  
Square  
Non-bleed: 5<sup>1</sup>/<sub>4</sub>"w X 4<sup>7</sup>/<sub>8</sub>"<sup>d</sup>



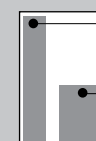
20 column inches -  
Junior Half Page Island  
Non-bleed: 5<sup>1</sup>/<sub>4</sub>"w X 6<sup>5</sup>/<sub>8</sub>"<sup>d</sup>



10 column inch -  
Junior Quarter Page  
Horizontal  
Non-bleed: 7" w X 2<sup>3</sup>/<sub>8</sub>"<sup>d</sup>



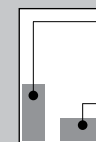
20 column inches -  
Junior Half Page  
Vertical  
Non-bleed: 3<sup>1</sup>/<sub>2</sub>"w X 10"<sup>d</sup>



10 column inch - Junior  
Quarter Page Vertical  
Non-bleed: 1<sup>5</sup>/<sub>8</sub>"w X 10"<sup>d</sup>  
10 column inch - Junior  
Quarter Page Square  
Non-bleed: 3<sup>1</sup>/<sub>2</sub>"w X 4<sup>7</sup>/<sub>8</sub>"<sup>d</sup>



20 column inches - Junior  
Half Page Horizontal  
Live/Non-bleed: 7" w X 4<sup>7</sup>/<sub>8</sub>"<sup>d</sup>  
Trim: 8" w X 5<sup>1</sup>/<sub>4</sub>"<sup>d</sup>  
Bleed: 8<sup>1</sup>/<sub>4</sub>" w X 5<sup>1</sup>/<sub>2</sub>"<sup>d</sup>



5 column inches - Junior  
Eighth Page Vertical  
Non-bleed: 1<sup>5</sup>/<sub>8</sub>"w X 4<sup>7</sup>/<sub>8</sub>"<sup>d</sup>  
5 column inches - Junior  
Eighth Page Horizontal  
Non-bleed: 3<sup>1</sup>/<sub>2</sub>"w X 2<sup>3</sup>/<sub>8</sub>"<sup>d</sup>

# TRAVEL WEEKLY DISPLAY AD REQUIREMENTS

## ELECTRONIC

**WWW.TRAVELWEEKLY.COM**

### Vertical Banner

120w x 240h pixels

Acceptable formats: **jpg, gif, swf** formats acceptable (DO NOT LINK URL DIRECTLY IN SWF FILE) iframes are not acceptable. See below for more details for swf files and general URL information.

Maximum file size: **40k** (no exceptions)

Material Due Date: 5 business days prior to start date. Google ads are due 7 days prior to start for testing.

Send to: E-mail banner material and URL to twx@ntmlc.com

### Leaderboard

728w x 90h pixels

Acceptable formats: **jpg, gif, swf** formats acceptable (DO NOT LINK URL DIRECTLY IN SWF FILE) iframes are not acceptable. See below for more details for swf files and general URL information.

Maximum file size: **40k** (no exceptions)

Material Due Date: 5 business days prior to start date. Google ads are due 7 days prior to start for testing.

Send to: Email banner material and URL to twx@ntmlc.com

### Billboard

336w x 280h pixels

Acceptable formats: **jpg, gif, swf** formats acceptable (DO NOT LINK URL DIRECTLY IN SWF FILE) iframes are not acceptable. See below for more details for swf files and general URL information.

Maximum file size: **40k** (no exceptions)

Material Due Date: 5 business days prior to start date. Google ads are due 7 days prior to start for testing.

Send to: Email banner material and URL to twx@ntmlc.com

### Billboard Video

*Travel Weekly Formatted:* 240x180 video embedded in a 336x280 statistically positioned banner ad. The video will play on user interaction.

Source Video: Length - 30 seconds, preferably uncompressed video quality, resolution- 240x180 or greater, preferred file formats- \*.mpg, \*.avi, \*.flv, \*.mov and \*.mp4.

Maximum 15 words of text.

Logo/additional images: 72dpi or greater, lossless quality images (or high quality JPEG), preferred file formats - \*.png, \*.eps, \*.tif, \*.pdf, \*.jpg, \*.ai.

URL for call to action. Preferred color scheme.

Finished product specs: <40kb \*.swf file, < 1024 kb \*.flv file.

Material Due Date: 15 business days prior to start date.

Send to: mrapienski@ntmlc.com

*Formatted by Client (ready to load into player):*

Material Due Date: 10 business days prior to start date.

Send to: twx@ntmlc.com.

### Text Ads

HTML page only with following HTML tags included

350 Characters of Text limit (including headline)

Must use this Template (DO NOT ALTER – update items in red only):

```
<div class="advertorial">
```

```
<p class="adLabel">-----Advertisement-----</p>
```

```
<strong>(HEADLINE GOES HERE)</strong>
```

```
<p>(COPY GOES HERE) <a href="%%CLICKURL%%"
```

```
target="_blank"><strong>(LINK TEXT GOES HERE)</a></p>
```

```
</div>
```

Do not change the href or imbed the URL in the html code. Please include URL in the same email with html page. NTM production team will map appropriately.

Material Due Date: 5 business days prior to start date. Google ads are due 7 days prior to start for testing.

Send to: Email material and URL to twx@ntmlc.com

### Exclusive Site Sponsorship

125w x 125h pixels

Acceptable formats: Gif or jpg - 1st and last frames static OR swf files, no looping (DO NOT LINK URL DIRECTLY IN SWF FILE) iframes are not acceptable. See below for more details for swf files and general URL information.

Materials are subject to Travel Weekly approval.

Maximum file size: 15k (no exceptions)

Material Due Date: 5 business days prior to start date. Google ads are due 7 days prior to start for testing.

Send to: Email banner material and URL to twx@ntmlc.com

### Exclusive Site Sponsorship Video

*Travel Weekly Formatted:* 125x125 Flash banner that expands to a 400x240 banner which holds a video. Video expansion is user initiated.

Source Video: Length - 30 seconds, preferably uncompressed video quality, resolution- 240x180 or greater, preferred file formats- \*.mpg, \*.avi, \*.flv, \*.mov and \*.mp4.

Maximum 25 words of text.

Logo/additional images: 72dpi or greater, lossless quality images (or high quality JPEG), preferred file formats - \*.png, \*.eps, \*.tif, \*.pdf, \*.jpg, \*.ai.

URL for call to action. Preferred color scheme.

Finished product specs: <40kb \*.swf file, < 1024 kb \*.flv file.

Material Due Date: 15 business days prior to start date.

Send to: mrapienski@ntmlc.com

*Formatted by Client (ready to load into player):*

Material Due Date: 10 business days prior to start date.

Send to: twx@ntmlc.com.

### Exclusive Site Sponsorship E-Bellyband

*Travel Weekly Produced:* 125x125 Flash banner that expands to a 5 second long 760x240 floating banner ad when the page loads. The animation plays once with no looping.

Logo/additional images: 72dpi or greater, lossless quality images (or high quality JPEG), preferred file formats - \*.png, \*.eps, \*.tif, \*.pdf, \*.jpg, \*.ai.

NTM only supports Internet Explorer. Please provide static .jpg file for non-IE web browsers.

Maximum 75 words of text; 25 recommended. For maximum impact, we recommend

# TRAVEL WEEKLY DISPLAY AD REQUIREMENTS

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## ELECTRONIC

using more images and less text that can be read in 5-6 seconds.

URL for call to action. Preferred color scheme.

Finished product specs: <40kb \*.swf file.

Material Due Date: 15 business days prior to start date.

Send to: mrapienski@ntmlc.com

*Produced by Client:*

Material Due Date: 10 business days prior to start date.

Send to: twx@ntmlc.com.

### Wide Skyscraper

160w x 600h pixels

Acceptable formats: jpg, gif, swf formats acceptable (DO NOT LINK URL DIRECTLY IN SWF FILE) iframes are not acceptable. See below for more details for swf files and general URL information.

Maximum file size: 40k (no exceptions)

Material Due Date: 5 business days prior to start date. Google ads are due 7 days prior to start for testing.

Send to: Email banner material and URL to twx@ntmlc.com

### Wide Skyscraper Video/Expanded Ad

*Travel Weekly Produced:* Rich media, expanding Flash ad that is 160x600 collapsed and 360x600 expanded. The video or expansion is user initiated.

Source Video: Length - 30 seconds, preferably uncompressed video quality, resolution-240x180 or greater, preferred file formats- \*.mpg, \*.avi, \*.flv, \*.mov and \*.mp4.

Maximum 25 words of text, 15 words of tagline.

Logo/additional images: 72dpi or greater, lossless quality images (or high quality JPEG),

preferred file formats - \*.png, \*.eps, \*.tif, \*.pdf, \*.jpg, \*.ai.

URL for call to action. Preferred color scheme.

Finished product specs: <40kb \*.swf file, < 1024 kb \*.flv file.

Material Due Date: 15 business days prior to start date.

Send to: mrapienski@ntmlc.com

*Produced by Client:*

Material Due Date: 10 business days prior to start date.

Send to: twx@ntmlc.com.

### SWF & General Requirements

Please submit only jpg, gif, or swf files. Additionally, only fully qualified URLs can be used (e.g. <http://www.ntmlc.com/>). No additional JavaScript or HTML code will be allowed. URL redirects (URL's passed as parameters) are acceptable as long as they fall within the scope of the no JavaScript, no HTML rule.

You can put a transparent layer/button on top of the existing image. Link buttons in SWF files should not point to a URL. Instead the ActionScript associated with the button should be: on (release) { getURL(clickTag, "\_blank"); }

Please save SWF files for compatibility with Flash Player 8.

For more information regarding Travelweekly.com specifications please contact: twx@ntmlc.com

### E-NEWSLETTERS

#### Square Box

125wx125h pixels

Acceptable formats: **jpg** or **gif** format only

Maximum file size: **10k** (no exceptions)

#### Text Ads

HTML page with following HTML tags included

- body bgcolor="#F3F3F3"
- table width="405" border="0"
- font face="Verdana, Arial, Helvetica, sans-serif" size="1"

Total characters maximum 4 lines (includes: Subject line plus 3 lines of text) within 405 pixel width.

NOTE: Only one hyperlink can be accepted. The same hyperlink maybe used more than once if necessary.

Material Due Date: 5 business days prior to start date.

### DAILY BULLETIN

#### Horizontal Banner

468w x 60h pixels

Acceptable formats: **jpg** or **gif** format only

Maximum file size: **15k** (no exceptions)

#### Vertical Banners

120w x 240h pixels

Acceptable formats: **jpg** or **gif** format only

Maximum file size: **15k** (no exceptions)

#### Text Ads

HTML page with following HTML tags included

- body bgcolor="#F3F3F3"
- table width="405" border="0"
- font face="Verdana, Arial, Helvetica, sans-serif" size="1"

Total characters maximum 4 lines (includes: Subject line plus 3 lines of text) within 405 pixel width.

Material Due Date: 5 business days prior to start date

Send to: Email banner material and URL to TWEletters@ntmlc.com

Form functionality available: 20% premium, please contact your sales rep.

For more information regarding E-letter or Daily Bulletin specifications please contact:

Daniella Samedy

(201) 902-1940

TWEletters@ntmlc.com

A 20% cancellation fee will be charged for lack of materials and late cancellations.

# TRAVEL WEEKLY GENERAL CONDITIONS

## Northstar Travel Media LLC Standard Terms and Conditions

The following standard terms and conditions are agreed to by Northstar Travel Media, LLC. ("Northstar") and the Advertiser or Agency (if any), one of whose signature appears on the Targeted Promotion Agreement ("Advertiser/Agency"), with respect to any targeted promotion (the "Promotion") undertaken by Northstar pursuant to the Targeted Promotion Agreement.

- 1. Representations and Warranties.** Advertiser/Agency represents and warrants that it is fully authorized and/or licensed to publish the entire contents and subject matter contained in the Promotion, including without limitation (i) the names, portraits and/or pictures of any persons living or dead, (ii) any copyrighted material trademarks and/or depictions of trademarked goods and services, and (iii) any testimonials or endorsements contained in any information or art submitted to Northstar as part of the Promotion. Advertiser/Agency also represents and warrants that the entire contents of the Promotion are accurate and complete and are not misleading.
- 2. Limitation of Liability.** Northstar shall not be liable for, and Advertiser/Agency hereby releases Northstar from, all liability in connection with (i) errors in map location indicators, telephone/telex/facsimile/e-mail numbers or changes in a Promotion's text and rates required by an advertiser, (ii) any loss, claim, damage, liability cost or expense (including consequential damages) as a result either of the failure of Promotion(s) to appear or of the appearance of any errors in the Promotion as published or the inclusion of any Promotion in any release and (iii) any delays in delivery and/or non-delivery of a Promotion by or on behalf of Northstar in the event of an act of God, action by any government or quasi-governmental entity, fire, flood, accident, insurrection, riot, explosion, terrorism, embargo, strike (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slow down or any condition beyond the control of Northstar affecting production or delivery in any manner.
- 3. Indemnification.** Advertiser/Agency agrees to indemnify and save harmless Northstar and its owners, employees, officers, directors and agents against all loss, liability damage and expense of any nature (including reasonable attorneys' fees) arising out of the copying, printing or publishing of the Promotion or inclusion of any the Promotion in the publication(s) specified and resulting from (i) any claims or suits against any one of them including without limitation, claims or suits for libel, violation of rights of privacy and publicity, unfair competition, intentional or negligent infliction of emotional distress and copyright and/or trademark infringement, (ii) violation of applicable federal, state or local laws or regulations or (iii) the inaccuracy, incompleteness or misleading nature of the Promotion supplied by Advertiser/Agency.
- 4. Content of Promotions.** Contents of all Promotions are subject to Northstar's approval. Northstar reserves the right to reject any promotion or space reservation at any time if Northstar deems the promotion to be unacceptable.
- 5. Positioning of Promotions.** Positioning of Promotions is at the discretion of Northstar except when an arrangement for a specific preferred position is acknowledged by Northstar in writing.
- 6. Rates.**
  - A. Rates, based on participation in the specified number of consecutive editions, are set forth on the Rate Card and are guaranteed only for the contract period. Less than the specified number of consecutive insertions will be billed at the current 1-time rate for the issue in which the Promotion appears. Rates appearing on the Rate Card are gross and do not include agency commission, if any.
  - B. Rates are subject to change on notice from Northstar. However, contract may be cancelled at the time the change in rate becomes effective without incurring a short rate adjustment, provided the contract rate had been earned up to the date of cancellation. Cancellation of space for any other reason will result in an adjustment of the rate (short rate) to reflect the actual space used at the prevailing rate card rates.
  - C. Frequency discounts based on participation in the specified number of consecutive editions are available for individual advertisers, chains, management groups or other organized groupings based on total ad pages ordered and are applied at each issue's billing. If a higher discount is earned due to a high level of participation, it shall not be retroactive. "Earned" discounts (i.e., those based on actual space contracted and previously published) enable the advertiser to receive a higher (or lower) discount, relative to the total ad pages for that issue's billing.

- D. 15% of gross to recognized advertising agencies on space billed directly to the agency provided authorized contract is on file. All orders accepted for space are subject to credit requirements
  - E. No coupons or reply cards will be accepted in any Promotions.
  - F. If Promotions are cancelled or rescheduled by Advertiser/Agency within 10 business days of send date a 20% fee plus any production costs incurred by Northstar will be charged.
- 7. Billing.** The publication(s) specified are published, and the Advertisers/Agencies will receive invoices in accordance with the publication(s) period specified. Terms are net 30 days. The Advertiser/Agency shall be jointly and severally liable for all amounts due and payable to Northstar for the advertising space or information which the Advertiser/Agency ordered. All online Advertisers/Agencies will be billed at the time their program begins for the full amount or prorated amount for Advertisers/Agencies who sign up with less than twelve months remaining on their existing print contract.
  - 8. Productions Requirements.** Materials not received by Northstar's production department by closing date cannot be quality checked and will not be entitled to approval or revision by Advertiser/Agency. Northstar may exercise the right to publish existing material to fulfill contracts if new material is not received by closing date. No material extensions will be granted unless accompanied by a space order. Other production requirements for Promotions are set forth on the Rate Card and within the promotional package.
  - 9. Use of Promotions Materials.** Advertiser/Agency agrees to allow Northstar to use the Advertiser/Agency's materials for promotion including, but without limitation, activities such as display at travel agencies, hotels, and industry events; illustration in sales materials and brochures relating to the publication(s) specified; and use in public relation activities, etc.
  - 10. Compliance With Law.** Advertiser/Agency shall ensure that all Promotions comply with all applicable federal, state and local laws and regulations.
  - 11. Miscellaneous.**
    - A. The general terms and conditions contained herein shall be binding on Northstar and Advertiser/Agency. Northstar shall not be bound by conditions printed or appearing on order blanks or copy instructions submitted by or on behalf of the Advertiser/Agency and shall be governed by and construed in accordance with the laws of the State of New Jersey.
    - B. Northstar shall have the right, upon reasonable written notice, to terminate this Agreement, in the event of material breach of the Agreement by Advertiser/Agency.
    - C. Advertiser may not assign any of its rights or obligations hereunder, other than to a purchase of all or substantially all of the assets of Advertiser who agrees in writing to be bound by all of the terms and conditions of this Agreement, and who agrees to assume all of Advertiser's liability hereunder. Any other purported assignment by Advertiser shall be null and void and of no effect.
    - D. Advertiser/Agency hereby grants Northstar a perpetual worldwide right and license to use, display, publish, distribute, digitize, copy, perform, license, sublicense, transfer, make available or transmit any photographs provided by Advertiser/Agency hereunder, insofar as such photographs shall have been provided without inclusion of advertising copy or similar not-photographic materials, in any media or format not known or hereafter devised, in connection with the Northstar Travel Media, LLC database of travel-related information.

### Commission, Credit & Combination Discounts

15% to recognized agencies: Net 30 days. It is understood that all orders are accepted for space subject to our credit requirements. Combination discounts are available when planning advertising in Travel Weekly U.S. and Travel Weekly U.K. Consult the Publisher for terms and conditions.

