



**TRAVEL WEEKLY 2011 EDITORIAL CALENDAR**

# TRAVEL WEEKLY'S 2011 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>													
8th Annual Readers Choice Winners	1x	17											
Focus on Cruising	1x		7										
Consumer Travel Editors Roundtable	1x			28									
Consumer Trends in 2011**	1x				4								
Focus on Global Issues: WTTC Annual Summit	1x					16							
Power List: The Industry's Top Sellers**	1x						27						
Business Travel Report	1x							22					
Magellan Award Winners	1x								26				
Travel Industry Survey**	1x									24			
9th Annual Readers Choice Finalist	1x											12	
2012 Preview	1x											26	
<b>DESTINATION ISSUES</b>													
Africa	3x	31							26	31			
Alaska	4x	3	7	7								5	
Asia/South Pacific	12x	17	21	21	18	16	20	18	15	19	17	21	19
Bermuda	1x			28									
Canada	1x					30							
Caribbean	18x	3,17	7,21	7,21	4,18	23	27		15	5, 19	24	7,21	5,19

\*\*Tabloid Size Special Section

DESTINATION OR SUBJECT: FREQUENCY		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
The Best of Caribbean*	2x					30					3		
Central/South America	12x	3	7	7	4	2	6	4	1	5	3	7	5
China	9x	3	7	7	4		6		1		3	7	5
Cruise	12x	10	14	14	11	9	13	11	8	12	10	14	12
Egypt	2x					2					31		
Europe	12x	17	21	21	18	16	20	18	15	19	17	21	19
The Best of Europe*	2x			14							10		
Family Travel	6x	31				30	27	25			31		19
Florida	4x	31		28							3	28	
Gay & Lesbian Travel	2x				25			25					
Hawaii	22x	3,10,31	14,28	7	4,19	9	6,13	4,11	1	5,12	3,17,31	14,23	12
Hawaii Loves Travel Agents	2x	24									24		
How to Sell Luxury Travel to Hawaii	1x		7										
How to Sell Family Vacations to Hawaii	1x			14									
How to Sell Hawaii Weddings & Honeymoons	1x				11								
How to Sell Summers to Hawaii	1x					23							
How to Sell Golf Vacations to Hawaii	1x								8				
India	2x				11						31		
Israel	2x			14							10		
Las Vegas	12x	10	14	14	11	9	13	11	8	12	10	14	12
The Best of Las Vegas*	1x					16							
Luxury	12x	24	28	28	25	23	27	25	22	26	24	28	19

\*Magazine Size Special Section

DESTINATION OR SUBJECT: FREQUENCY	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
The Best of Luxury 1x						20						
The Best of Weddings, Honeymoon & Romance 1x				25								
Mexico 12x	17	21	21	18	16	20	18	15	19	17	21	19
Selling Mexico* 1x								29				
Romance Mexico Planner* 1x											7	
Middle East 2x		28						29				
New Orleans 6x	24		21		2	27		22			7	
New York 2x					30			29				
River Cruising 8x	24	28	28	25					26	24	28	19
Ultimate Hotel Guide** 1x												12
USTOA Desk Reference* 1x												19
World of Luxury* 1x												5

\*Magazine Size Special Section

\*\*Tabloid Size Special Section

# TRAVEL WEEKLY ■ JANUARY 2011

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 3	Alaska - Caribbean - Central/South America - China - Hawaii (All Hawaii)	FRIDAY December 17, 2010*		
MONDAY January 10	Cruise - Hawaii (Big Island) - Las Vegas	MONDAY December 27, 2010*		
MONDAY January 17	8TH ANNUAL READERS CHOICE WINNERS Asia/South Pacific - Caribbean - Europe - Mexico	TUESDAY January 4, 2011		
MONDAY January 24	Hawaii Loves Travel Agents (closes 12/13/10)** - Luxury - New Orleans - River Cruising	MONDAY January 10, 2011*		
MONDAY January 31	Africa - Family Travel - Florida - Hawaii (Maui)	TUESDAY January 18, 2011		

\* Signifies early close due to holiday in schedule

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

# TRAVEL WEEKLY ■ FEBRUARY 2011

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 7	FOCUS ON CRUISING Alaska - Caribbean - Central/South America - China - How to Sell Luxury Travel to Hawaii (closes 12/20/10)**	TUESDAY January 25, 2011		
MONDAY February 14	Cruise - Hawaii (Kauai) - Las Vegas	TUESDAY February 1, 2011		
MONDAY February 21	Asia/South Pacific - Caribbean - Europe - Mexico	TUESDAY February 8, 2011		
MONDAY February 28	Hawaii (Oahu) - Luxury - Middle East - River Cruising	MONDAY February 14, 2011*		

\* Signifies early close due to holiday in schedule

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

# TRAVEL WEEKLY ■ MARCH 2011

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 7	Alaska - Caribbean - Central/South America - China - Hawaii (Maui)	TUESDAY February 22, 2011		
MONDAY March 14	Cruise - How to Sell Family Vacations to Hawaii (closes 1/28/10)** - Israel - Las Vegas	TUESDAY March 1, 2011	<i>Magazine Size:</i> The Best of Europe	MONDAY December 28, 2010
MONDAY March 21	Asia/South Pacific - Caribbean - Europe - Mexico - New Orleans	TUESDAY March 8, 2011		
MONDAY March 28	CONSUMER TRAVEL EDITORS ROUNDTABLE Bermuda - Florida - Luxury - River Cruising	TUESDAY March 15, 2011		

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

# TRAVEL WEEKLY ■ APRIL 2011

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 4	Caribbean - Central/South America - China - Hawaii (Kaua'i)	TUESDAY March 22, 2011	<i>Tabloid Size:</i> Consumer Trends in 2011	TUESDAY January 20, 2011
MONDAY April 11	Cruise - How to Sell Hawaii Weddings & Honeymoons (closes 2/28/11)** - India - Las Vegas	TUESDAY March 29, 2011		
MONDAY April 18	Asia/South Pacific - Caribbean - Europe - Hawaii (Big Island) - Mexico	TUESDAY April 5, 2011		
MONDAY April 25	Gay & Lesbian Travel - Luxury - River Cruising	TUESDAY April 12, 2011	<i>Magazine Size:</i> The Best of Weddings, Honeymoon & Romance	TUESDAY February 10, 2011

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

# TRAVEL WEEKLY ■ MAY 2011

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 2	Central/South America - Egypt - New Orleans	TUESDAY April 19, 2011		
MONDAY May 9	Cruise - Hawaii (Maui) - Las Vegas	TUESDAY April 26, 2011		
MONDAY May 16	FOCUS ON GLOBAL ISSUES: WORLD TRAVEL & TOURISM COUNCIL ANNUAL SUMMIT Asia/South Pacific - Europe - Mexico	TUESDAY May 3, 2011	<i>Magazine Size:</i> The Best of Las Vegas	FRIDAY March 4, 2011
MONDAY May 23	Caribbean - Summers to Hawaii (closes 4/11/11)** - Luxury	TUESDAY May 10, 2011		
MONDAY May 30	Canada - Family Travel - New York	TUESDAY May 17, 2011	<i>Magazine Size:</i> The Best of Caribbean	FRIDAY March 18, 2011

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

# TRAVEL WEEKLY ■ JUNE 2011

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 6	Central/South America - China - Hawaii (All Hawaii)	MONDAY May 23, 2011*		
MONDAY June 13	Cruise - Hawaii (Oahu) - Las Vegas	TUESDAY May 31, 2011		
MONDAY June 20	Asia/South Pacific - Europe - Mexico	TUESDAY June 7, 2011	<i>Magazine Size:</i> Best of Luxury	TUESDAY April 7, 2011
MONDAY June 27	Caribbean - Family Travel - Luxury - New Orleans	TUESDAY June 14, 2011	<i>Tabloid Size:</i> Power List: The Industry's Top Sellers	TUESDAY May 3, 2011

\* Signifies early close due to holiday in schedule

# TRAVEL WEEKLY ■ JULY 2011

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 4	Central/South America - Hawaii (Big Island)	TUESDAY June 21, 2011		
MONDAY July 11	Cruise - Hawaii (Kaua'i) - Las Vegas	MONDAY June 27, 2011*		
MONDAY July 18	Asia/South Pacific - Europe - Mexico	TUESDAY July 5, 2011		
MONDAY July 25	Family Travel - Gay & Lesbian Travel - Luxury	TUESDAY July 12, 2011		

\* Signifies early close due to holiday in schedule

# TRAVEL WEEKLY ■ AUGUST 2011

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 1	Central/South America - China - Hawaii (Oahu)	TUESDAY July 19, 2011		
MONDAY August 8	Cruise - How to Sell Golf Vacations to Hawaii (closes 6/24/11)** - Las Vegas	TUESDAY July 26, 2011		
MONDAY August 15	Asia/South Pacific - Caribbean - Europe - Mexico	TUESDAY August 2, 2011		
MONDAY August 22	BUSINESS TRAVEL REPORT Luxury - New Orleans	TUESDAY August 9, 2011		
MONDAY August 29	Middle East - New York	TUESDAY August 16, 2011	<i>Magazine Size: Selling Mexico</i>	WEDNESDAY June 16, 2011

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

# TRAVEL WEEKLY ■ SEPTEMBER 2011

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 5	Caribbean - Central/South America - Hawaii (Maui)	TUESDAY August 23, 2011		
MONDAY September 12	Cruise - Hawaii (Oahu) - Las Vegas	MONDAY August 29, 2011*		
MONDAY September 19	Asia/South Pacific - Caribbean - Europe - Mexico	TUESDAY September 6, 2011		
MONDAY September 26	MAGELLAN AWARD WINNERS Africa - Luxury - River Cruising	TUESDAY September 13, 2011		

\* Signifies early close due to holiday in schedule

# TRAVEL WEEKLY ■ OCTOBER 2011

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 3	Central/South America - China - Florida - Hawaii (Big Island)	TUESDAY September 20, 2011	<i>Magazine Size:</i> The Best of Caribbean	THURSDAY July 21, 2011
MONDAY October 10	Cruise - Israel- Las Vegas	TUESDAY September 27, 2011	<i>Magazine Size:</i> The Best of Europe	THURSDAY July 28, 2011
MONDAY October 17	Asia/South Pacific - Europe - Hawaii (Maui) - Mexico	TUESDAY October 4, 2011		
MONDAY October 24	Caribbean - Hawaii Loves Travel Agents (closes 9/12/11)** - Luxury - River Cruising	TUESDAY October 11, 2011	<i>Tabloid Size:</i> Travel Weekly's Travel Industry Survey	WEDNESDAY August 11, 2011
MONDAY October 31	Africa - Egypt - Family Travel - Hawaii (Kauai) - India	TUESDAY October 18, 2011		

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

# TRAVEL WEEKLY ■ NOVEMBER 2011

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 7	Caribbean - Central/South America - China - New Orleans	TUESDAY October 25, 2011	<i>Magazine Size:</i> Romance Mexico Planner	FRIDAY August 24, 2011
MONDAY November 14	Cruise - Hawaii (Oahu) - Las Vegas	TUESDAY November 1, 2011		
MONDAY November 21	Asia/South Pacific - Caribbean - Europe - Hawaii (Oahu) - Mexico	MONDAY November 7, 2011*		
MONDAY November 28	Florida - Luxury - River Cruising	FRIDAY November 11, 2011*		

\* Signifies early close due to holiday in schedule

# TRAVEL WEEKLY ■ DECEMBER 2011

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 5	Alaska - Caribbean - Central/South America - China	FRIDAY November 18, 2011*	<i>Special Size:</i> World of Luxury	FRIDAY September 09, 2011
MONDAY December 12	8TH ANNUAL READERS CHOICE FINALISTS Cruise - Hawaii (All Hawaii) - Las Vegas	TUESDAY November 29, 2011	<i>Tabloid Size:</i> Ultimate Hotel Guide	TUESDAY September 13, 2011
MONDAY December 19	Asia/South Pacific - Caribbean - Europe - Family Travel - Luxury - Mexico - River Cruising	TUESDAY December 6, 2011	<i>Magazine Size:</i> USTOA Desk Reference	THURSDAY August 29, 2011
MONDAY December 26	2012 PREVIEW	TUESDAY December 13, 2011*		

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## 2011 TRAVEL WEEKLY ■ BONUS DISTRIBUTION SHOWS

DATE	SHOW	ISSUE
MAR 9-13	ITB Berlin	MAR 7
APR 3-9	Mountain Travel Symposium	APR 4
APR 14-17	cruise3sixty	APR 11
MAY 15-19	World Travel & Tourism Council (WTTC)	MAY 16
MAY 21-25	Pow Wow	2011 Ultimate Hotel Guide
AUG 21-24	NBTA	AUG 15, AUG 22
SEP 11-13	ASTA	SEP 5, SEP 12
NOV 7-10	WTM	OCT 31, NOV 7
DEC 11-13	USTOA	DEC 5, DEC 12

# 2011 TRAVEL WEEKLY ■ POW WOW CONVENTION

## POW WOW DAILY DISTRIBUTION DATES

ISSUE	SHOW	CLOSE DATE
MAY 16	Pow Wow Preview Issue	MAR 7, 2011
MAY 21	Pow Wow Registration Bag Issue	MAR 29, 2011
MAY 23, 24, 25	Pow Wow Hotel Distribution Issues	MAR 27, 2011
JUN 13	Pow Wow Post Issue	APR 21, 2011

## POW WOW DISPLAY ADVERTISING RATES

AD SIZE	Color charges (per insertion): 4/C, add \$1,490; 2/c, add \$525	1x	6x
65 column inch - Full Tabloid Page		8,780	27,440
40 column inch - Junior Page		7,085	22,260
32.5 column inch - Tabloid Half Page (Horizontal)		5,950	18,590
20 column inch - Junior Half Page (Strip & Horizontal)		4,110	12,840
10 column inch - Junior Quarter Page (Square & Horizontal)		1,375	4,300
Premium Positions (4x only)		4/C	2/C
Cover 4: Back Cover (65 inch column)		29,560	25,725
Cover 3: Inside Back Cover (65 inch column)		28,580	24,350
Center Spread (65 column inch SPREAD)		51,475	46,365
Premium Positions (1x)		4/C	2/C
Cover 4: Back Cover (65 inch column)		12,155	10,940
Cover 3: Inside Back Cover (65 inch column)		11,630	10,530
65 column inch SPREAD		21,140	19,150

## HOTEL ROOM DISTRIBUTION

Distribute flyers, brochures or other promotion items to an estimated 4,000 attendees via the delegate registration bag on May 21 or via our exclusive door-to-door hotel distribution service on May 23, 24, 25. All insert rates are Net per day.

Single leaf insert printed & supplied by the advertiser \$3,665

Brochure insert \$6,075

Premium item or magazine contact publisher

Hotel Bag Advertising (one side) \$18,340

## LOGO PLACEMENT

Increase your visibility and traffic by placing your 4/C logo and booth number on the Pow Wow floor plan appearing in the Dailies.

1" x 1" 4/C Logo Ads, Net Cost for 4 Days: \$1,260

50% off when purchased in conjunction with display ad

## PREMIUM PACKAGES

### PLATINUM PACKAGE: \$26,250 net

- 4/C Tabloid Page in each of the 6 editions
- Interview with a Senior Executive in one of the 6 editions
- Photo with key customers or partners in one of the 6 editions\*

### GOLD PACKAGE: \$12,500 net

- 4/C Junior Half page ad in each of the 6 editions
- Photo with key customers or partners in one of the 6 editions\*

\*Digital photo must be supplied by sponsor by May 2. Sponsor may elect to have a photo taken at the show, which will replace the supplied photo, given the following parameters: Sponsor is responsible for gathering subjects for the shoot at the given place and time options provided and approved following package booking. If sponsor (key customers or partners) is (are) unable to comply within the given time window, supplied digital photo will be used. Pow Wow Daily editorial staff will contact sponsor and advise where to send digital photo once a commitment has been made.

# 2011 TRAVEL WEEKLY ■ CLOSING DATES

January 2011 through December 2011

\* Signifies early close due to holiday in schedule

ISSUE	CLOSING	ISSUE	CLOSING	ISSUE	CLOSING	ISSUE	CLOSING
JAN 3	DEC 17, 2010*	APR 4	MAR 22	JUL 4	JUN 21	OCT 3	SEP 20
JAN 10	DEC 27, 2010*	APR 11	MAR 29	JUL 11	JUN 27*	OCT 10	SEP 27
JAN 17	JAN 5, 2011	APR 18	APR 5	JUL 18	JUL 5	OCT 17	OCT 4
JAN 24	JAN 10*	APR 25	APR 12	JUL 25	JUL 12	OCT 24	OCT 11
JAN 31	JAN 18	MAY 2	APR 19	AUG 1	JUL 19	OCT 31	OCT 18
FEB 7	JAN 25	MAY 9	APR 26	AUG 8	JUL 26	NOV 7	OCT 25
FEB 14	FEB 1	MAY 16	MAY 3	AUG 15	AUG 2	NOV 14	NOV 1
FEB 21	FEB 8*	MAY 23	MAY 10	AUG 22	AUG 9	NOV 21	NOV 7*
FEB 28	FEB 14	MAY 30	MAY 17	AUG 29	AUG 16	NOV 28	NOV 11*
MAR 7	FEB 22	JUN 6	MAY 23*	SEP 5	AUG 23	DEC 5	NOV 18*
MAR 14	MAR 1	JUN 13	MAY 31	SEP 12	AUG 29*	DEC 12	NOV 29
MAR 21	MAR 8	JUN 20	JUN 7	SEP 19	SEP 6	DEC 19	DEC 6
MAR 28	MAR 15	JUN 27	JUN 14	SEP 26	SEP 13	DEC 26	DEC 13*

## 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: Maribeth Rapcienski

# 2011 TRAVEL WEEKLY ■ FOUR-COLOR PRINT ADVERTISING RATES

SIZE	1x	4x	7x	13x	26x	39x	52x	65x	78x
65 Column Inch - Full Tabloid Page	22,890	22,060	21,240	20,580	20,050	19,600	19,130	18,750	18,290
40 Column Inch - Junior Page	19,680	19,030	18,365	17,880	17,470	17,050	16,650	16,490	16,000
32.5 Column Inch - Tabloid Half Page (Horizontal)	17,470	16,945	16,430	15,930	15,600	15,300	14,940	14,730	14,470
26 Column Inch	15,930	15,470	15,010	14,770	14,340	14,070	13,750	13,540	13,290
20 Column Inch - Junior Half Page	14,340	13,940	13,550	13,260	13,020	12,750	12,520	12,340	12,130
15 Column Inch - Junior Third Page	12,520	12,260	11,910	11,670	11,500	11,330	11,150	11,030	10,830
10 Column Inch - Junior Quarter Page	10,810	10,590	10,350	10,200	10,100	9,920	9,820	9,730	9,580
5 Column Inch - Junior Eighth Page	9,120	9,000	8,870	8,760	8,660	8,600	8,500	8,460	8,350
Less than 5 column inches per inch	7,070	7,030	7,000	6,990	6,970	6,930	6,910	6,880	6,840

## SUPPLIED INSERTS

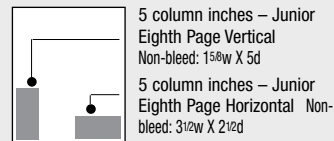
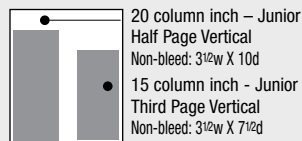
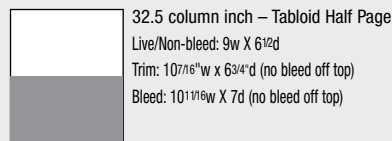
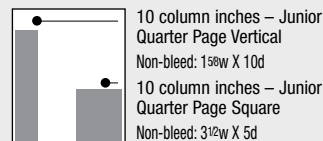
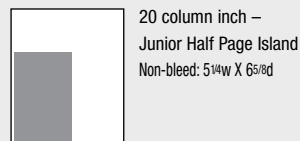
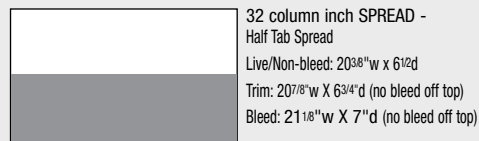
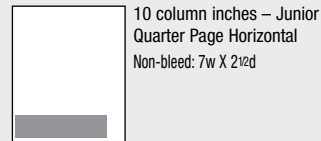
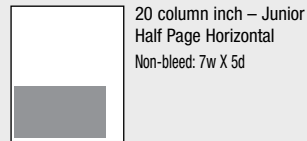
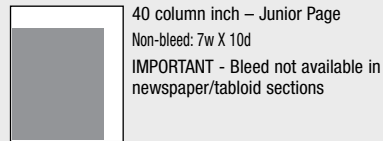
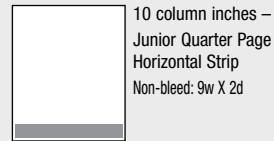
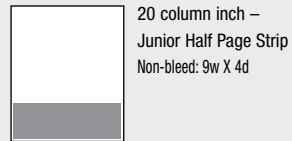
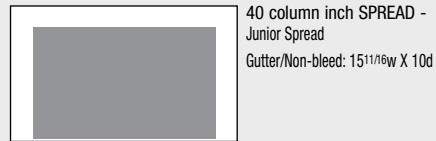
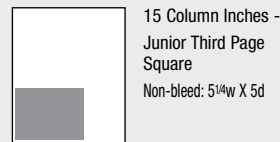
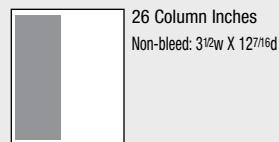
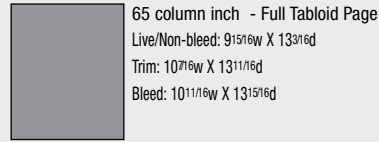
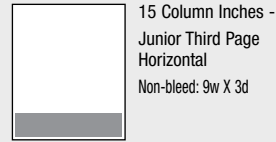
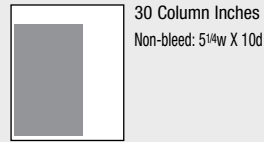
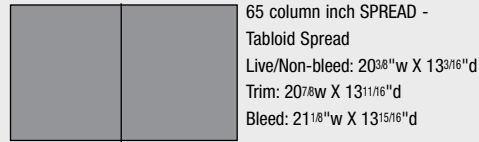
Do you have a brochure, business reply card or other specialty print piece you'd like to distribute to Travel Weekly readers? Travel Weekly accepts a variety of inserts. Each must be approved prior to running. Prices below are based on magazine-size inserts and include postal charge for periodical postage 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	8,315	TIP CHARGE Business Reply Card	3,310
4	9,965	TIP CHARGE Up to 4 pages	3,310
8	13,860	TIP CHARGE 6 -16 pages	4,681
12	16,605	CENTERSTICH CHARGE	5,355
16	18,285	SLOWDOWN CHARGE	At cost
20	20,735		
24	24,280		
28	27,690		

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

# 2011 TRAVEL WEEKLY AD DIMENSIONS

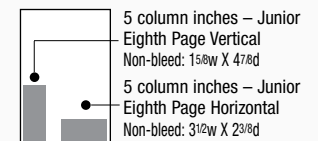
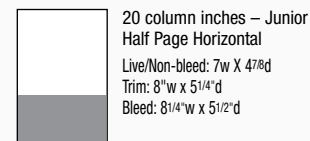
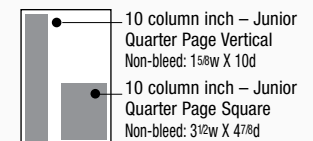
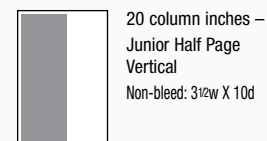
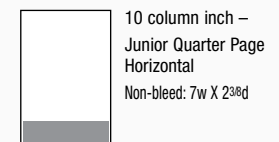
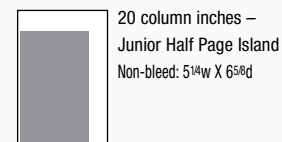
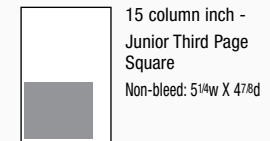
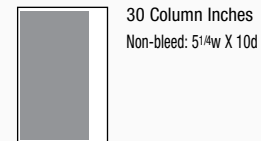
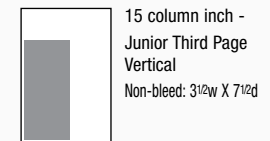
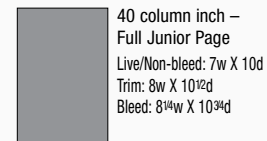
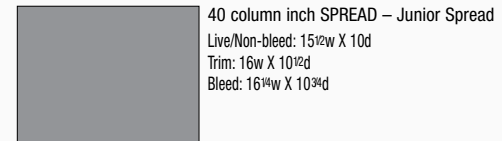
## NEWSPAPER AD DIMENSIONS - 5 COLUMNS WIDE



## REFERENCE SALES GUIDE 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



# 2011 TRAVEL WEEKLY ■ DISPLAY AD REQUIREMENTS 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

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

## **f. Upload your ad to the TW ad portal at <http://www.travelweekly.com/adupload.aspx>**

## **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.

## **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. Naming convention** Name your ad with no more than 20 characters, including the file extension.

File names longer than 20 characters will be truncated. Use YOUR client name and the TW issue date within the name for example Cruisehtel111710.pdf. Begin any revised files with REV.

## **j. 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.

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

## **l. 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.

## **m. 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.

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

## **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 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: 35,000 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 Lisa Gonzales 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.

# 2011 TRAVEL WEEKLY ONLINE ADVERTISING RATES

TravelWeekly.com	1 month	1 week	Advertising Positions	
728x90 Leaderboard	\$ 2,495	--	<b>TOPIC LANDING PAGE</b> (2) Leaderboards (2) 300x 250 Rectangles (1) 90 x 120 Rectangle	CUSTOM PRICING
300x250 Medium Rectangle	\$ 2,495	--		
300x600 Half Page Sky	\$ 2,995	--		
Exclusive Site Sponsorship/bellyband	--	\$ 7,495	<b>TOPIC ARTICLE PAGE</b> (2) Leaderboards (1) 300 x 250 Rectangle (1) 300 x 600 (1) 90 x 120 Rectangle	CUSTOM PRICING
300x250 Homepage	--	\$ 4,995		
Expandable ROS Banner	\$ 5,000	--		
<b>Email Blasts (1x)</b>	<b>National List</b>	<b>West List</b>		
Created by Client	\$4,900	\$2,500		
Created by Travel Weekly	\$5,800	\$3,350		
<b>E-Postcards (one tab)</b>	<b>National List</b>	<b>West List</b>		
1x	\$8,575	\$3,505		
4x	\$6,370	\$2,830		
<b>E-Newsletters (1x)</b>	<b>1-11 weeks</b>	<b>12-23 weeks</b>	<b>24-50 weeks</b>	<b>51 weeks</b>
Square Button or Text Ad	\$1,195	\$1,095	\$945	\$795
<b>Daily Bulletin</b>	<b>1 week</b>			
Vertical, Horizontal or Text Ad	\$2,195			
How To Webinars	\$12,500			
<b>Virtual Tradeshow</b>	<b>Platinum</b>	<b>Gold</b>	<b>Silver</b>	
Sponsorship	\$9,950	\$4,950	\$2,450	

Custom priced programs include: Channel & Search Sponsorships and Custom Webinars.

Full Network Leaderboard/Rectangle - \$3,245 per month (ad appears on TravelWeekly.com, HotelandTravelindex.com and Officialcruiseguide.com)

# TRAVEL WEEKLY ■ AD REQUIREMENTS - ELECTRONIC

## TRAVELWEEKLY.COM

### LEADERBOARD:

728w x 90h pixels

Acceptable formats: jpg, gif, swf (DO NOT LINK URL DIRECTLY IN SWF FILE)

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. Creative must be supported by most recent browser and 2 versions prior.

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

### RECTANGLE 300x250/HOMEPAGE 300x250:

300w x 250h pixels

Acceptable formats: jpg, gif, swf formats (DO NOT LINK URL DIRECTLY IN SWF FILE)

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. Creative must be supported by most recent browser and 2 versions prior.

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

### RECTANGLE /HOMEPAGE VIDEO:

Travel Weekly Formatted: 240x180 video embedded in a 300x250 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: mrapcienski@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:

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)

See below for more details for swf files and general URL information

Maximum file size: 15k (no exceptions) Materials are subject to Travel Weekly approval.

Material Due Date: 5 business days prior to start date. Google ads are due 7 days prior to start for testing. Creative must be supported by most recent browser and 2 versions prior.

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: mrapcienski@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 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: <60kb \*.swf file.

Material Due Date: 15 business days prior to start date. Send to: mrapcienski@ntmlc.com

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

Send to: twx@ntmlc.com.

# TRAVEL WEEKLY ■ AD REQUIREMENTS - ELECTRONIC

## 300x600:

300w x 600h pixels

Acceptable formats: jpg, gif, swf (DO NOT LINK URL DIRECTLY IN SWF FILE)

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. Creative must be supported by most recent browser and 2 versions prior.

Send to: Email banner material and URL to [twx@ntmlc.com](mailto:twx@ntmlc.com).

## 300x600 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: [mrapcienski@ntmlc.com](mailto:mrapcienski@ntmlc.com)

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

Send to: [twx@ntmlc.com](mailto:twx@ntmlc.com).

## E-NEWSLETTERS

### SQUARE BOX:

125wx125h pixels

Acceptable formats: jpg or gif format only

Maximum file size: 10k (no exceptions)

### CENTER CUT 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)

Note: Outlook 2007 does not support animated gif ads - when using an animated gif, please make the 1st frame the call to action so it will render correctly in Outlook 2007.

### VERTICAL BANNERS:

120w x 240h pixels

Acceptable formats: jpg or gif format only

Maximum file size: 15k (no exceptions)

Note: Outlook 2007 does not support animated gif ads - when using an animated gif, please make the 1st frame the call to action so it will render correctly in Outlook 2007.

### CENTER CUT 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](mailto:TWEletters@ntmlc.com).

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

For more information regarding E-Newsletters or Daily Bulletin specifications please contact: Daniella Samedy, (201) 902-1940, [TWEletters@ntmlc.com](mailto:TWEletters@ntmlc.com).

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

# HOTEL & TRAVEL INDEX.COM ■ ONLINE ADVERTISING RATES

Banner Advertising	1 month	1 year
<b>Metro Targeted</b>		
Exclusive ownership of Leaderboard or Wide Skyscraper in the Metro Area of your choice	\$ 900	\$ 5,400
Appear in the rotation in the Metro Area of your choce (Wide Skyscraper)	\$ 600	\$ 3,600
<b>Run of Site</b>		
<i>Appear throughout the site</i> General advertising (Wide Skyscraper, Leaderboard, Rectangle)	\$ 600	\$ 3,600
<i>Exclusive Site Sponsorship</i> Bellyband on full site	\$ 4,000/wk (\$2,500 if running on TravelWeekly.com)	
Affordable Directory Options	1 month	1 year
Featured Search (Sort to top, limit of 5 per geographic destination)		\$1,500
Expanded Listing (includes a live link)		\$1,200
Live Link		\$480

*Custom advertising options available upon request.*

Full Network Leaderboard/Rectangle - \$3,245 per month (*ad appears on TravelWeekly.com, HotelandTravelindex.com and Officialcruiseguide.com*)

# HOTEL & TRAVEL INDEX.COM ■ AD REQUIREMENTS - ELECTRONIC

## HOTEL & TRAVEL INDEX.COM

### LEADERBOARD:

728w x 90h pixels

Acceptable formats: jpg, gif, swf (DO NOT LINK URL DIRECTLY IN SWF FILE)

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. Creative must be supported by most recent browser and 2 versions prior.

Send to: Email banner material and URL to [htihotelinkmaterials@ntmlc.com](mailto:htihotelinkmaterials@ntmlc.com).

### WIDE SKYSCRAPER:

160w x 600h pixels

Acceptable formats: jpg, gif, swf (DO NOT LINK URL DIRECTLY IN SWF FILE)

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. Creative must be supported by most recent browser and 2 versions prior.

Send to: Email banner material and URL to [htihotelinkmaterials@ntmlc.com](mailto:htihotelinkmaterials@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)

See below for more details for swf files and general URL information

Maximum file size: 15k (no exceptions)

Materials are subject to HTI approval.

Material Due Date: 5 business days prior to start date. Google ads are due 7 days prior to start for testing. Creative must be supported by most recent browser and 2 versions prior.

Send to: Email banner material and URL to [htihotelinkmaterials@ntmlc.com](mailto:htihotelinkmaterials@ntmlc.com).

### EXCLUSIVE SITE SPONSORSHIP VIDEO:

HTI Produced: 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.

NO 3rd PARTY TAGS ACCEPTED.

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

Send to: [mrapcienski@ntmlc.com](mailto:mrapcienski@ntmlc.com)

Client Produced (ready to load into player):

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

Send to: [twx@ntmlc.com](mailto:twx@ntmlc.com).

### EXCLUSIVE SITE SPONSORSHIP E-BELLYBAND:

HTI 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 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: <60kb \*.swf file.

NO 3rd PARTY TAGS ACCEPTED.

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

Send to: [mrapcienski@ntmlc.com](mailto:mrapcienski@ntmlc.com)

Produced by Client:

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

Send to: [htihotelinkmaterials@ntmlc.com](mailto:htihotelinkmaterials@ntmlc.com).

# HOTEL & TRAVEL INDEX.COM ■ AD REQUIREMENTS - ELECTRONIC

## MEDIUM RECTANGLE:

300w x 250h pixels

Acceptable formats: jpg, gif, swf (DO NOT LINK URL DIRECTLY IN SWF FILE)

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. Creative must be supported by most recent browser and 2 versions prior.

Send to: Email banner material and URL to [htihotelinkmaterials@ntmlc.com](mailto:htihotelinkmaterials@ntmlc.com).

FEATURED SEARCH: TBD

EXPANDED LISTING: TBD

LIVE WEB LINKS: TBD:

ESS SLIDERS & INTERACTIVE EXPANDABLE: TBD

LEADERBOARD SLIDERS & INTERACTIVE EXPANDABLE: TBD

WIDE SKYSCRAPER SLIDERS & INTERACTIVE EXPANDABLE: TBD

RECTANGLE SLIDERS & INTERACTIVE EXPANDABLE: TBD

## SWF & GENERAL REQUIREMENTS:

Please submit jpg, gif, swf files or 3rd party iFrame/Java Script tags. Additionally, only fully qualified URLs can be used (e.g. <http://www.ntmlc.com/>). 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 [Hotelandtravelindex.com](http://Hotelandtravelindex.com) specifications please contact: Maribeth Rapcienski, (201) 902-1942, [htihotelinkmaterials@ntmlc.com](mailto:htihotelinkmaterials@ntmlc.com).

# OFFICIALCRUISEGUIDE.COM ■ AD REQUIREMENTS - ELECTRONIC

## RUN OF SITE

Leaderboard - \$1,150/month

Pushdown - \$2,495/week (Exclusive to 1 advertiser at a time)

Rectangle - \$1,150/month

Featured Cruise - \$1,495/week (Exclusive to 1 advertiser at a time)

## LEADERBOARD:

728w x 90h pixels

jpg, gif, swf formats acceptable (DO NOT LINK URL DIRECTLY IN SWF FILE)

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. Creative must be supported by most recent browser and 2 versions prior.

Send to: Email banner material and URL to [htihotelinkmaterials@ntmlc.com](mailto:htihotelinkmaterials@ntmlc.com)

## FEATURED SEARCH

**\$3,500/year**

Sold by geographic region, the featured search puts your ship at the top of the list (limited to 6 ships per region). The listed ships can be changed each month. Regions are: Alaska, Asia/Pacific, Caribbean/Mexico, Eastern Europe, Hawaii, Mediterranean/Middle East, North America, Scandinavia, South/Central America and Western Europe.

## MEDIUM RECTANGLE:

300w x 250h pixels

jpg, gif, swf formats acceptable (DO NOT LINK URL DIRECTLY IN SWF FILE)

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. Creative must be supported by most recent browser and 2 versions prior.

Send to: Email banner material and URL to [htihotelinkmaterials@ntmlc.com](mailto:htihotelinkmaterials@ntmlc.com)

## CRUISE LINE SPONSORSHIPS

Available on pages that are specific to a single cruise line  
Includes: 2 Leaderboards, 300x600 and a Featured Cruise

**Major Line:** \$35,000/year or \$20,000/6months

**Niche Lines:** \$8,500/year or \$4,500/6months

## PUSHDOWN:

970w x 66h pixels

970W by 66H Flash banner that expands to a 5 second long 970W by 418H pushdown 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.

Please provide static .jpg file.

Maximum 50 words of text. For maximum impact, we recommend 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.

# 2011 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.

## 12. Commission and Credit.

15% to recognized agencies: Net 30 days. It is understood that all orders are accepted for space subject to our credit requirements.