

2010 TRAVEL WEEKLY ONLINE ADVERTISING RATES

TravelWeekly.com	1 month	3-5 months	6-8 months	9-11 months	12 months
Leaderboard	\$ 2,455				
Skyscraper	\$ 1,950				
Vertical Banner	\$ 1,350	\$ 1,295	\$ 1,205	\$ 1,145	\$ 1,085
Homepage Billboard	\$ 18,375/month or \$5,250/week				
Exclusive Site Sponsorship	\$ 7,280/ week				
Text Ad	\$ 1,350				
Email Blasts (1x)	National List	West List			
Created by Client	\$4,815	\$2,490			
Created by Travel Weekly	\$5,730	\$3,355			
E-Postcards (one tab)	National List	West List			
1x	\$9,575	\$3,730			
4x	\$6,370	\$3,030			
E-Newsletters (1x)	1-11 weeks	12-23 weeks	24-50 weeks	51 weeks	
Square Button or Text Ad	\$1,115	\$1,030	\$905	\$725	
Daily Bulletin	1 week				
Vertical, Horizontal or Text Ad	\$2,100				
TravelPeople Webinar	\$10,000				

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

2010 TRAVEL WEEKLY ■ CLOSING DATES

January 2010 through December 2010

* Signifies early close due to holiday in schedule

ISSUE	CLOSING	ISSUE	CLOSING	ISSUE	CLOSING	ISSUE	CLOSING
JAN 4	DEC 16, 2009*	APR 5	MAR 23	JUL 5	JUN 22	OCT 4	SEP 21
JAN 11	DEC 23, 2009*	APR 12	MAR 30	JUL 12	JUN 28*	OCT 11	SEP 28
JAN 18	JAN 5, 2010	APR 19	APR 6	JUL 19	JUL 6	OCT 18	OCT 5
JAN 25	JAN 11*	APR 26	APR 13	JUL 26	JUL 13	OCT 25	OCT 12
FEB 1	JAN 19	MAY 3	APR 20	AUG 2	JUL 20	NOV 1	OCT 19
FEB 8	JAN 26	MAY 10	APR 27	AUG 9	JUL 27	NOV 8	OCT 26
FEB 15	FEB 2	MAY 17	MAY 4	AUG 16	AUG 3	NOV 15	NOV 2
FEB 22	FEB 8*	MAY 24	MAY 11	AUG 23	AUG 10	NOV 22	NOV 8*
MAR 1	FEB 16	MAY 31	MAY 18	AUG 30	AUG 17	NOV 29	NOV 12*
MAR 8	FEB 23	JUN 7	MAY 24*	SEP 6	AUG 24	DEC 6	NOV 19*
MAR 15	MAR 2	JUN 14	JUN 1	SEP 13	AUG 30*	DEC 13	NOV 30
MAR 22	MAR 9	JUN 21	JUN 8	SEP 20	SEP 7	DEC 20	DEC 7
MAR 29	MAR 16	JUN 28	JUN 15	SEP 27	SEP 14	DEC 27	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

For Travel Weekly Daily Bulletin and E-Newsletters: E-mail: tweletters@ntmlc.com

For brochures: Travel Weekly, 100 Lighting Way Secaucus, NJ 07094 USA, Attn: Maribeth Rapcienski

TRAVEL WEEKLY ■ AD REQUIREMENTS - ELECTRONIC

WWW.TRAVELWEEKLY.COM

VERTICAL BANNERS:

120w x 240h 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.

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.

BILLBOARD:

336w x 280h 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.

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):

```
<h2 style="background-image:none;color:#666666;font-size:11px;font-weight:normal;margin:0;padding:0;text-align:center;">
```

```
<p class="adLabel">-----Advertisement-----</p></h2>
```

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

```
<p>COPY GOES HERE<a href="%%CLICKURL%%"target="_blank"><strong>CLICK LINK GOES  
HERE</strong></a></p>
```

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.

TRAVEL WEEKLY ■ AD REQUIREMENTS - ELECTRONIC

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.

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 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: mrapcienski@ntmlc.com

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

Send to: twx@ntmlc.com.

HOTEL SEARCH LOGO :

170w x 25h pixels

Static jpg or gif formats only

10 pt. arial, black font. The words "Sponsored by" must exist within jpg or gif, no border. No anti-aliasing, background always white.

Maximum file size: 5k (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 material and URL to twx@ntmlc.com.

TRAVEL WEEKLY ■ AD REQUIREMENTS - ELECTRONIC

SITE SEARCH LOGO :

170w x 25h pixels

Static jpg or gif formats only

10 pt. arial, black font. The words "Sponsored by" must exist within jpg or gif, no border.

No anti-aliasing, background always white.

Maximum file size: 5k (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 material and URL to twx@ntmlc.com.

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.

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.

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

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

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

2010 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.

Circulation Information

Mailed second class. "Newspaper handling" priority authorized by the U.S. Post Office. Member, Audit Bureau of Circulations. Editorial content deals with news about the development and servicing of travel everywhere in the world, including all phases of transportation, hotel facilities, sightseeing, and related fields. Distributed to qualified travel retailers and wholesalers; also transportation and hotel executives, travel promotion officials, and others who sell or influence the sale of travel to the public.