

2010 TRAVEL WEEKLY ■ FOUR-COLOR PRINT ADVERTISING RATES

SIZE	1x	4x	7x	13x	26x	39x	52x	65x	78x
65 Column Inches One page-tabloid size	22,210	21,415	20,620	19,980	19,465	19,029	18,575	18,200	17,755
40 Column Inches Junior Page	19,110	18,470	17,830	17,360	16,960	16,550	16,160	16,005	15,530
32.5 Column Inches Half-page (Horizontal)	16,960	16,450	15,955	15,470	15,140	14,855	14,500	14,300	14,045
26 Column Inches	15,465	15,020	14,575	14,340	13,925	13,660	13,350	13,145	12,905
20 Column Inches Junior half-page	13,925	13,535	13,150	12,870	12,635	12,381	12,155	11,995	11,780
15 Column Inches Junior third-page	12,155	11,900	11,565	11,325	11,155	11,000	10,820	10,705	10,515
10 Column Inches Junior quarter-page	10,495	10,280	10,045	9,900	9,805	9,630	9,535	9,445	9,295
5 Column Inches Junior eighth-page	8,855	8,735	8,615	8,500	8,405	8,345	8,255	8,210	8,100
Less than 5 column inches per inch	6,860	6,825	6,800	6,790	6,770	6,730	6,705	6,680	6,645

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.

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

2010 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, TrueType fonts, 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 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.

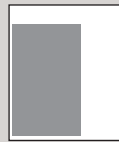
s. Advertorial ads create powerful vehicles for clients to communicate with Travel Weekly readers. Travel Weekly is bound by federal law to ensure editorial and advertising are clearly marked to avoid confusing readers. The design of advertorial ads must in no way resemble the Travel Weekly editorial 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.

2010 TRAVEL WEEKLY AD DIMENSIONS

NEWSPAPER AD DIMENSIONS - 5 COLUMNS WIDE



65 column inch SPREAD -
Tabloid Spread
Live/Non-bleed: 20³/₈"w X 13³/₁₆"d
Trim: 20⁷/₈"w X 13¹/₁₆"d
Bleed: 21¹/₈"w X 13¹⁵/₁₆"d



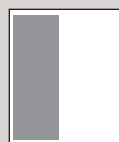
30 Column Inches
Non-bleed: 5¹/₄w X 10d



15 Column Inches -
Junior Third Page
Horizontal
Non-bleed: 9w X 3d



65 column inch - Full Tabloid Page
Live/Non-bleed: 9¹⁵/₁₆w X 13³/₁₆d
Trim: 10⁷/₁₆w X 13¹/₁₆d
Bleed: 10¹¹/₁₆w X 13¹⁵/₁₆d



26 Column Inches
Non-bleed: 3¹/₂w X 12⁷/₁₆d



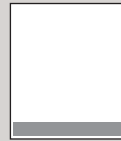
15 Column Inches -
Junior Third Page
Square
Non-bleed: 5¹/₄w X 5d



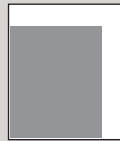
40 column inch SPREAD -
Junior Spread
Gutter/Non-bleed: 15¹¹/₁₆w X 10d



20 column inch -
Junior Half Page Strip
Non-bleed: 9w X 4d



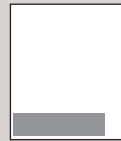
10 column inches -
Junior Quarter Page
Horizontal Strip
Non-bleed: 9w X 2d



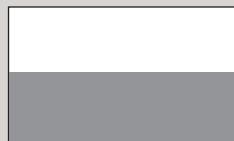
40 column inch - Junior Page
Non-bleed: 7w X 10d
IMPORTANT - Bleed not available in
newspaper/tabloid sections



20 column inch - Junior
Half Page Horizontal
Non-bleed: 7w X 5d



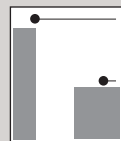
10 column inches - Junior
Quarter Page Horizontal
Non-bleed: 7w X 2¹/₂d



32 column inch SPREAD -
Half Tab Spread
Live/Non-bleed: 20³/₈"w x 6¹/₂d
Trim: 20⁷/₈"w X 6³/₄"d (no bleed off top)
Bleed: 21¹/₈"w X 7" d (no bleed off top)



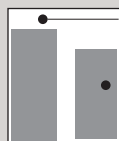
20 column inch -
Junior Half Page Island
Non-bleed: 5¹/₄w X 6⁵/₈d



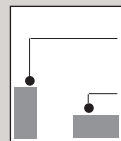
10 column inches - Junior
Quarter Page Vertical
Non-bleed: 1⁵/₈w X 10d
10 column inches - Junior
Quarter Page Square
Non-bleed: 3¹/₂w X 5d



32.5 column inch - Tabloid Half Page
Live/Non-bleed: 9w X 6¹/₂d
Trim: 10⁷/₁₆w x 6³/₄"d (no bleed off top)
Bleed: 10¹¹/₁₆w X 7d (no bleed off top)



20 column inch - Junior
Half Page Vertical
Non-bleed: 3¹/₂w X 10d
15 column inch - Junior
Third Page Vertical
Non-bleed: 3¹/₂w X 7¹/₂d

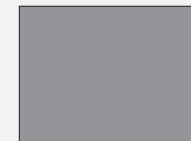


5 column inches - Junior
Eighth Page Vertical
Non-bleed: 1⁵/₈w X 5d
5 column inches - Junior
Eighth Page Horizontal
Non-bleed: 3¹/₂w X 2¹/₂d

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



40 column inch SPREAD - Junior Spread
Live/Non-bleed: 15¹/₂w X 10d
Trim: 16w X 10¹/₂d
Bleed: 16¹/₄w X 10³/₄d



40 column inch -
Full Junior Page
Live/Non-bleed: 7w X 10d
Trim: 8w X 10¹/₂d
Bleed: 8¹/₄w X 10³/₄d



15 column inch -
Junior Third Page
Vertical
Non-bleed: 3¹/₂w X 7¹/₂d



30 Column Inches
Non-bleed: 5¹/₄w X 10d



15 column inch -
Junior Third Page
Square
Non-bleed: 5¹/₄w X 4⁷/₈d



20 column inches -
Junior Half Page Island
Non-bleed: 5¹/₄w X 6⁵/₈d



10 column inch -
Junior Quarter Page
Horizontal
Non-bleed: 7w X 2³/₈d



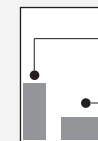
20 column inches -
Junior Half Page
Vertical
Non-bleed: 3¹/₂w X 10d



10 column inch - Junior
Quarter Page Vertical
Non-bleed: 1⁵/₈w X 10d
10 column inch - Junior
Quarter Page Square
Non-bleed: 3¹/₂w X 4⁷/₈d



20 column inches - Junior
Half Page Horizontal
Live/Non-bleed: 7w X 4⁷/₈d
Trim: 8" w x 5¹/₄" d
Bleed: 8¹/₄" w x 5¹/₂" d



5 column inches - Junior
Eighth Page Vertical
Non-bleed: 1⁵/₈w X 4⁷/₈d
5 column inches - Junior
Eighth Page Horizontal
Non-bleed: 3¹/₂w X 2³/₈d

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.