



ENGAGE THE INDUSTRY >

TRAVEL WEEKLY

RATES AND SPECS

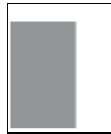
2012

Ad Dimensions

NEWSPAPER AD DIMENSIONS - 5 COLUMNS WIDE



**65 column inch SPREAD -
Tabloid Spread**
Live/Non-bleed: 20^{3/8}"w X 13^{3/16}"d
Trim: 20^{7/8}"w X 13^{11/16}"d
Bleed: 21^{1/8}"w X 13^{5/16}"d



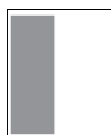
30 Column Inches
Non-bleed: 5^{1/4}w X 10d



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



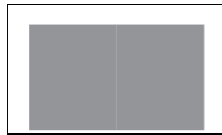
65 column inch - Full Tabloid Page
Live/Non-bleed: 9^{11/16}w X 13^{3/16}d
Trim: 10^{7/16}w X 13^{11/16}d
Bleed: 10^{11/16}w X 13^{5/16}d



26 Column Inches
Non-bleed: 3^{1/2}w X 12^{7/16}d



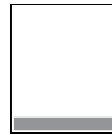
**15 Column Inches -
Junior Third Page
Square**
Non-bleed: 5^{3/4}w X 5d



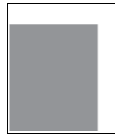
**40 column inch SPREAD -
Junior Spread**
Gutter/Non-bleed: 15^{11/16}w X 10d



**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



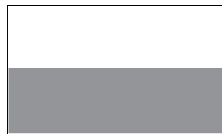
40 column inch - Junior Page
Non-bleed: 7w X 10d
IMPORTANT - Bleed not available in newspaper/tabloid sections



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



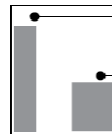
**10 column Inches - Junior
Quarter Page Horizontal**
Non-bleed: 7w X 2^{1/2}d



**32 column inch SPREAD -
Half Tab Spread**
Live/Non-bleed: 20^{3/8}"w X 6^{1/2}d
Trim: 20^{7/8}"w X 6^{3/4}d (no bleed off top)
Bleed: 21^{1/8}"w X 7^{1/4}d (no bleed off top)



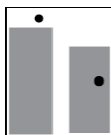
**20 column inch -
Junior Half Page Island**
Non-bleed: 5^{3/4}w X 6^{3/4}d



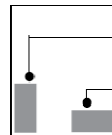
**10 column Inches - Junior
Quarter Page Vertical**
Non-bleed: 1^{5/8}w X 10d
**10 column Inches - Junior
Quarter Page Square**
Non-bleed: 3^{3/4}w X 5d



32.5 column inch - Tabloid Half Page
Live/Non-bleed: 9w X 6^{1/2}d
Trim: 10^{7/16}w X 6^{3/4}d (no bleed off top)
Bleed: 10^{11/16}w X 7d (no bleed off top)



**20 column inch - Junior
Half Page Vertical**
Non-bleed: 3^{1/2}w X 10d
**15 column inch - Junior
Third Page Vertical**
Non-bleed: 3^{1/2}w X 7^{1/2}d



**5 column Inches - Junior
Eighth Page Vertical**
Non-bleed: 1^{5/8}w X 5d
**5 column Inches - Junior
Eighth Page Horizontal**
Non-bleed: 3^{3/4}w X 2^{1/2}d

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



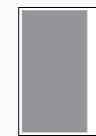
40 column inch SPREAD - Junior Spread
Live/Non-bleed: 15^{1/2}w X 10d
Trim: 16w X 10^{1/2}d
Bleed: 16^{1/4}w X 10^{3/4}d



**40 column inch -
Full Junior Page**
Live/Non-bleed: 7w X 10d
Trim: 8w X 10^{1/2}d
Bleed: 8^{1/4}w X 10^{3/4}d



**15 column inch -
Junior Third Page
Vertical**
Non-bleed: 3^{1/2}w X 7^{1/2}d



30 Column Inches
Non-bleed: 5^{1/4}w X 10d



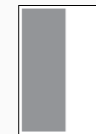
**15 column inch -
Junior Third Page
Square**
Non-bleed: 5^{3/4}w X 4^{7/8}d



**20 column inches -
Junior Half Page Island**
Non-bleed: 5^{1/4}w X 6^{3/8}d



**10 column inch -
Junior Quarter Page
Horizontal**
Non-bleed: 7w X 2^{3/8}d



**20 column inches -
Junior Half Page
Vertical**
Non-bleed: 3^{1/2}w X 10d



**10 column inch - Junior
Quarter Page Vertical**
Non-bleed: 1^{5/8}w X 10d
**10 column inch - Junior
Quarter Page Square**
Non-bleed: 3^{1/2}w X 4^{7/8}d



**20 column inches - Junior
Half Page Horizontal**
Live/Non-bleed: 7w X 4^{7/8}d
Trim: 8^{1/4}w X 5^{1/4}d
Bleed: 8^{1/4}w X 5^{1/2}d



**5 column inches - Junior
Eighth Page Vertical**
Non-bleed: 1^{5/8}w X 4^{7/8}d
**5 column inches - Junior
Eighth Page Horizontal**
Non-bleed: 3^{1/2}w X 2^{3/8}d

Four-Color Print Advertising Rates

SIZE	1x	4x	7x	13x	26x	39x	52x	65x	78x
65 Column Inch – Full Tabloid Page	23,805	22,945	22,090	21,405	20,855	20,385	19,895	19,500	19,020
40 Column Inch – Junior Page	20,465	19,100	19,100	18,595	18,170	17,735	17,315	17,150	16,640
32.5 Column Inch – Tabloid Half Page (Horizontal)	18,170	17,090	17,090	16,570	16,225	15,915	15,540	15,320	15,050
26 Column Inch	16,570	15,610	15,610	15,360	14,915	14,635	14,300	14,080	13,820
20 Column Inch – Junior Half Page	14,915	14,095	14,090	13,790	13,540	13,260	13,020	12,835	12,615
15 Column Inch – Junior Third Page	13,020	12,385	12,385	12,135	11,960	11,785	11,595	11,470	11,265
10 Column Inch – Junior Quarter Page	11,240	10,765	10,765	10,610	10,505	10,315	10,215	10,120	9,965
5 Column Inch – Junior Eighth Page	9,485	9,110	9,110	9,110	9,005	8,945	8,840	8,800	8,684
Less than 5 Column inches per inch	7,355	7,280	7,280	7,270	7,185	7,210	7,185	7,155	7,115

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 requirement, 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)
2	8,315
4	10,365
8	14,414
12	17,270
16	19,015
20	21,565
24	25,250
28	28,795

PRODUCTION CHARGES*	TOTAL AMOUNT (NET)
TIP CHARGE Business Reply Card	3,445
TIP CHARGE Up to 4 pages	3,445
TIP CHARGE Up to 6-16 pages	4,870
CENTERSTICH CHARGE	5,570
SLOWDOWN CHARGE	At cost

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

Pow Wow Daily

Pow Wow Daily Distribution Dates

ISSUE DATE	SHOW	CLOSE DATE	MATERIALS DUE
April 16	Pow Wow Preview Issue	February 3	February 3
April 21	Pow Wow Registration Bag Issue	February 28	February 28
April 23, 24, 25	Pow Wow Hotel Distribution Issues	February 28	February 28
May 14	Pow Wow Post Issue	March 26	March 26

Pow Wow Display Advertising Rates

AD SIZE*	1x	6x
65 column inch – Full Tabloid Page	9,130	28,540
40 column inch – Jr. Page	7,370	23,150
32.5 column inch – Tabloid Half Page (Horizontal)	6,190	19,335
20 column inch – Jr. Half Page (Strip & Horizontal)	4,275	13,355
10 column inch – Jr. Quarter Page (Square & Horizontal)	1,430	4,475
PREMIUM POSITIONS (4x only)	4/C	2/C
Cover 4: Back Cover (65 inch column)	30,745	26,755
Cover 3: Inside Back Cover (65 inch column)	29,725	25,325
Center Spread (65 column inch SPREAD)	53,535	48,220
PREMIUM POSITIONS (1x)	4/C	2/C
Cover 4: Back Cover (65 inch column)	12,640	11,375
Cover 3: Inside Back Cover (65 inch column)	12,095	10,950
65 column inch SPREAD	21,985	19,915

* Color charges (per insertion) 4/C add \$1,490; 2/C add \$525

HOTEL ROOM DISTRIBUTION

Distribute flyers, brochures or other promotion items to an estimated 5,000 attendees via the delegate registration bag on April 21 or via our exclusive door-to-door hotel distribution service on April 23, 24, 25. All insert rates are Net per day.

Single leaf insert printed and supplied by the advertiser	3,810
Brochure insert	6,320
Premium item or magazine	CUSTOM
Hotel Bag Advertising (one side)	19,075

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 (4 days)	1,310
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PREMIUM PACKAGES

Platinum Package

- 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 Packages

- 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 April 2. Sponsor may elect to have photo taken at show, which will replace the supplied photo given the following parameters: sponsor is responsible for scheduling and coordinating all aspects of the shoot. If unable to comply within the given time window, supplied digital photo will be used.

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 Manager 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 Dimensions sheet on the previous 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" or 1/2 point. Use only Type 1 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/X1z 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 error 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 website at www.adobe.com to preflight your PDF file before sending. The software used to process digital ads will automatically convert RGB image 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 deliver 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 Publish and Editor in Chief reserve the right to reject or request changes to any ad if it too closely resembles a Travel Weekly editorial page.

Travel Weekly Online Advertising Rates

TravelWeekly.com	1 week	1 month
Leaderboard (728 x 90)	-	2,545
Medium Rectangle (300 x 250)	-	2,545
Wide Skyscraper (300 x 600)	-	3,095
Exclusive Site Sponsorship/Bellyband	7,695	-
Homepage Billboard (300 x 250)	4,995	-
Homepage Takeover Includes all banners on the homepage (two Leaderboards, Homepage Billboard, one Medium Rectangle and 125x125)	9,995	-
Run of Network Ad position will run on TravelWeekly.com, HotelandTravelindex.com and OfficialCruiseGuide.com	-	3,345

Daily Bulletin	1 week
Leaderboard, Medium Rectangle or Text Ad	2,295

eNewsletter	1-11 x	12-23 x	24-50 x	51 x
Leaderboard, Medium Rectangle or Text Ad	1,295	1,145	995	795

Topic Sponsorship on TravelWeekly.com	Custom
Search Sponsorship on TravelWeekly.com	Custom
Webinars	12,995
Custom Webinar	Custom

eMail Blasts	National List	West List
1x Created by Client	4,995	2,595
1x Created by Travel Weekly	5,895	3,445

ePostcards	National List	West List
1x	8,595	3,545
4x	6,395	2,845

TravelWeekly.com Ad Requirements

a. 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

b. RECTANGLE 300x250/HOMEPAGE 300x250

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 twx@ntmlc.com

c. 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, *.ai, *.flv, *.mov and *.mp4.

Maximum 15 words of text.

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

URL for call to action. Preferred color scheme.

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

Sent to: twx@ntmlc.com

d. EXCLUSIVE SITE SPONSORSHIP

120w x 90h pixels

Acceptable formats: jpg or gif – first 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: 40k (no exceptions), subject to Travel Weekly approval

Materials 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.

e. EXCLUSIVE SITE SPONSORSHIP VIDEO

Travel Weekly Formatted: 120x90 Flash banner that expands to a 760x200 banner which holds video. Video expansion is user initiated.

Source Video: Length - 30 seconds up to 1 min max, 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: 72 dpi or greater, lossless quality images (or high quality JPG), preferred file formats - *.png, *.eps, *.tif, *.pdf, *.jpg, *.ai.

URL for call to action. Preferred color scheme.

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

f. EXCLUSIVE SITE SPONSORSHIP E-BELLYBAND

Travel Weekly Formatted: 120x90 Flash banner that expands to a five second long 760x200 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 JPG), 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, recommend using more images and less that that can be read in 5-6 seconds.

URL for call to action. Preferred color scheme.

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

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/). For expandable ads please submit .swf files only, *3rd Party Tads CANNOT be used*. You can put a transparent layer/button on top of existing image. Link buttons in SWF files should not point to a URL. Instead the Action Script associated with the button should be: on (release {getURL(clickTAG, “_blank”)}; Please save SWF files for compatibility with Flash Player 8

TravelWeekly.com Ad Requirements

g. 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

h. 300x600 VIDEO/EXPANDED AD

Travel Weekly Formatted: Rich media, expanding Flash ad that is 300x600 collapsed and 600x500 expanded. Expansion or video is user initiated.

Source Video: Length - 30 seconds up to 1 min max, preferably uncompressed video quality, Resolution – 240x180 or greater, preferred file formats- *.mpg, *.avi, *.flv, *.mov and *.mp4.

Maximum 25 words of text, 15 word tagline

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

URL for call to action. Preferred color scheme.

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

DAILY BULLETIN & eNEWSLETTERS

a. 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

Sent to: Email banner material and URL to tweletters@ntmlc.com

b. 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 tweletters@ntmlc.com

c. TEXT ADS

Subject line and three lines of text within 450 pixel width area

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

Send to: tweletters@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/>). For expandable ads please submit .swf files only, *3rd Party Tads CANNOT be used*. You can put a transparent layer/button on top of existing image. Link buttons in SWF files should not point to a URL. Instead the Action Script associated with the button should be: `on (release {getURL(clickTAG, "_blank");}` Please save SWF files for compatibility with Flash Player 8

HotelandTravelindex.com Online Advertising Rates

HotelandTravelindex.com Banner Advertising	1 month	1 year
Metro Targeted Exclusive Exclusive ownership of Leaderboard or Wide Skyscraper in the Metro Area of your choice	900	5,400
Metro Targeted Rotation Appear in the rotation in the Metro Area of your choice (Wide Skyscraper)	600	3,600
Run of Site General Advertising throughout the site (Leaderboard, Wide Skyscraper, Medium Rectangle)	600	3,600
Exclusive Site Sponsorship/Bellyband	4,000/week or 2,500 of running on TravelWeekly.com (during the same week)	
HotelandTravelindex.com Directory Options	1 month	1 year
Featured Search Sort to top, limit of five per geographic destination	-	1,500
Expanded Listing Includes Live Link	-	1,200
Live Link	-	480

Custom advertising options available upon request.

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

HotelandTravelindex.com Ad Requirements

a. 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

b. MEDIUM RECTANGLE 300x250

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

c. 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

d. EXCLUSIVE SITE SPONSORSHIP

125w x 125h pixels

Acceptable formats: jpg or gif – first 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), subject to Travel Weekly approval

Materials 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 Materials and URL to htihotelinkmaterials@ntmlc.com

e. EXCLUSIVE SITE SPONSORSHIP VIDEO

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

Source Video: Length - 30 seconds up to 1 min max, 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: 72 dpi or greater, lossless quality images (or high quality JPG), preferred file formats - *.png, *.eps, *.tif, *.pdf, *.jpg, *.ai.

URL for call to action. Preferred color scheme.

Finished product specs: <40kb *.swf file, <1024kb *.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: htihotelinkmaterials@ntmlc.com

f. EXCLUSIVE SITE SPONSORSHIP E-BELLYBAND

HTI Formatted: 125x125 Flash banner that expands to a five 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 JPG), 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, recommend using more images and less that 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 mrapienski@ntmlc.com

Formatted by Client (ready to load into player):

Material Due Date: 10 business days prior to start date

Send to: htihotelinkmaterials@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/>). For expandable ads please submit .swf files only, *3rd Party Tads CANNOT be used*. You can put a transparent layer/button on top of existing image. Link buttons in SWF files should not point to a URL. Instead the Action Script associated with the button should be: on (release {getURL(clickTAG, “_blank”)} Please save SWF files for compatibility with Flash Player 8

OfficialCruiseGuide.com Advertising Rates & Specs

OfficialCruiseGuide.com Run of Site	1 week	1 month
Leaderboard or Medium Rectangle	-	1,150
Pushdown Exclusive to one advertiser at a time	2,495	-
Featured Cruise Exclusive to one advertiser at a time	1,495	
OfficialCruiseGuide.com Directory Options	6 months	1 year
Featured Search Sold by geographic region, the featured search puts your ship at the top of the list (limited to six ships per region). The listed ships can be changed each month. Regions include: Alaska, Asia/Pacific, Caribbean/Mexico, Eastern Europe, Hawaii, Mediterranean/Middle East, North America, Scandinavia, South/Central America and Western Europe.	-	2,995
Cruise Line Sponsorship (Major) Available on pages specific to a single cruise line. Includes two leaderboards, 300x600 Wide Skyscraper and a Featured Cruise	20,000	30,000
Cruise Line Sponsorship (Niche) Available on pages specific to a single cruise line. Includes two leaderboards, 300x600 Wide Skyscraper and a Featured Cruise	4,500	8,750

Custom advertising options available upon request.

Full Network Leaderboard/Medium Rectangle - \$3,345 per month (ad appears on TravelWeekly.com, HotelandTravelindex.com and OfficialCruiseGuide.com)

a. 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 ocgmaterials@ntmlc.com

b. MEDIUM RECTANGLE 300x250

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 ocgmaterials@ntmlc.com

c. 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 ocgmaterials@ntmlc.com

d. PUSHDOWN

970w x 66h pixels, 970x66 Flash banner that expands to a fixe second ling

970x418 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 jpg), preferred fie 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

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

2012 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 a 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 par 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-deliver 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 it's 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 of the Promotion in the publication(s) specified and resulting from (i) any claims or suits against any on 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 one-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. **Production 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 limitations, 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 instruction 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 o the terms and conditions of this agreement, an 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.