




**ENGAGE THE INDUSTRY >**

**TRAVEL WEEKLY**

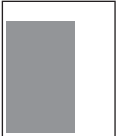
**EDITORIAL CALENDAR 2013**

# Ad Dimensions 2013

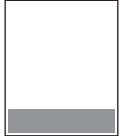
## NEWSPAPER AD DIMENSIONS - 5 COLUMNS WIDE




65 column inch SPREAD -  
Tabloid Spread  
Live/Non-bleed: 20.375" w X 13.1875" d  
Trim: 20.875" w X 13.6875" d  
Bleed: 21.125" w X 13.9375" d



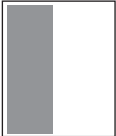
30 Column Inches  
Non-bleed: 5.25" w X 10" d



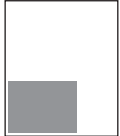
15 Column Inches -  
Junior Third Page  
Horizontal  
Non-bleed: 9" w X 3" d




65 column inch - Full Tabloid Page  
Live/Non-bleed: 9.9375" w X 13.1875" d  
Trim: 10.4375" w X 13.6875" d  
Bleed: 10.6875" w X 13.9375" d




26 Column Inches  
Non-bleed: 3.5" w X 12.4375" d




15 Column Inches -  
Junior Third Page Square  
Non-bleed: 5" w X 5" d




40 column inch SPREAD -  
Junior Spread  
Gutter/Non-bleed: 15.6875" w X 10" d




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




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




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




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



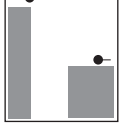
10 column inches - Junior  
Quarter Page Horizontal  
Non-bleed: 7" w X 2.5" d




32 column inch SPREAD -  
Half Tab Spread  
Live/Non-bleed: 20.375" w x 6.5" d  
Trim: 20.875" w X 6.75" d (no bleed off top)  
Bleed: 21.125" w X 7" d (no bleed off top)



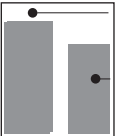
20 column inch -  
Junior Half Page Island  
Non-bleed: 5.25" w X 6.625" d



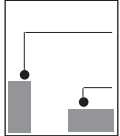
10 column inches - Junior  
Quarter Page Vertical  
Non-bleed: 1.625" w X 10" d  
10 column inches - Junior  
Quarter Page Square  
Non-bleed: 3.5" w X 5" d



32.5 column inch - Tabloid Half Page  
Live/Non-bleed: 9" w X 6.5" d  
Trim: 10.4375" w x 6.75" d (no bleed off top)  
Bleed: 10.6875" w X 7" d (no bleed off top)



20 column inch - Junior Half  
Page Vertical  
Non-bleed: 3.5" w X 10" d  
15 column inch - Junior Third  
Page Vertical  
Non-bleed: 3.5" w X 7.5" d




5 column inches - Junior  
Eighth Page Vertical  
Non-bleed: 1.625" w X 5" d  
5 column inches - Junior  
Eighth Page Horizontal  
Non-bleed: 3.5" w X 2.5" 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: 15.5" w X 10" d  
Trim: 16" w X 10.5" d  
Bleed: 16.25" w X 10.75" d




40 column inch -  
Full Junior Page  
Live/Non-bleed: 7" w X 10" d  
Trim: 8" w X 10.5" d  
Bleed: 8.25" w X 10.75" d




15 column inch -  
Junior Third Page Vertical  
Non-bleed: 3.5" w X 7.5" d




30 Column Inches  
Non-bleed: 5.25" w X 10" d




15 column inch -  
Junior Third Page Square  
Non-bleed: 5.25" w X 4.875" d




20 column inches -  
Junior Half Page Island  
Non-bleed: 5.25" w X 6.625" d



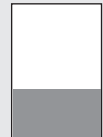
10 column inch -  
Junior Quarter Page  
Horizontal  
Non-bleed: 7" w X 2.375" d



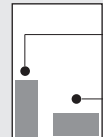
20 column inches -  
Junior Half Page  
Vertical  
Non-bleed: 3.5" w X 10" d



10 column inch - Junior  
Quarter Page Vertical  
Non-bleed: 1.625" w X 10" d  
10 column inch - Junior  
Quarter Page Square  
Non-bleed: 3.5" w X 4.875" d



20 column inches - Junior Half  
Page Horizontal  
Live/Non-bleed: 7" w X 4.875" d  
Trim: 8" w x 5.25" d  
Bleed: 8.25" w x 5.5" d



5 column inches - Junior Eighth  
Page Vertical  
Non-bleed: 1.625" w X 4.875" d  
5 column inches - Junior Eighth  
Page Horizontal  
Non-bleed: 3.5" w X 2.375" d

# Four-Color Print Advertising Rates 2013

Size	1x	4x	7x	13x	26x	39x	52x	65x	78x
65 Column Inch – Full Tabloid Page	\$ 24,520	\$ 23,635	\$ 22,755	\$ 22,050	\$ 21,480	\$ 20,995	\$ 20,495	\$ 50,085	\$ 19,590
40 Column Inch – Junior Page	\$ 21,080	\$ 20,385	\$ 19,375	\$ 19,150	\$ 18,715	\$ 18,265	\$ 17,835	\$ 17,665	\$ 17,140
32.5 Column Inch – Tabloid Half Page (Horizontal)	\$ 18,715	\$ 18,150	\$ 17,605	\$ 17,065	\$ 16,715	\$ 16,390	\$ 16,005	\$ 15,780	\$ 15,500
26 Column Inch	\$ 17,095	\$ 16,565	\$ 16,075	\$ 15,820	\$ 15,360	\$ 15,075	\$ 14,730	\$ 14,505	\$ 14,235
20 Column Inch – Junior Half Page	\$ 15,365	\$ 14,930	\$ 14,515	\$ 14,205	\$ 13,945	\$ 13,655	\$ 13,410	\$ 13,220	\$ 12,995
15 Column Inch – Junior Third Page	\$ 13,410	\$ 13,135	\$ 12,755	\$ 12,500	\$ 12,320	\$ 12,140	\$ 11,945	\$ 11,815	\$ 11,605
10 Column Inch – Junior Quarter Page	\$ 11,575	\$ 11,345	\$ 11,090	\$ 10,925	\$ 10,820	\$ 10,625	\$ 10,520	\$ 10,424	\$ 10,265
5 Column Inch – Junior Eighth Page	\$ 9,770	\$ 9,640	\$ 9,515	\$ 9,385	\$ 9,275	\$ 9,215	\$ 9,105	\$ 9,065	\$ 8,945
Less than 5 Column inches per inch	\$ 7,575	\$ 7,530	\$ 7,495	\$ 7,490	\$ 7,460	\$ 7,425	\$ 7,400	\$ 7,370	\$ 7,325

## SUPPLIER 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 listed 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	Total Amount (Gross)
2	\$ 8,565
4	\$ 10,675
8	\$ 14,850
12	\$ 17,790
16	\$ 19,585
20	\$ 22,215
24	\$ 26,010
28	\$ 29,660

Production Charges*	Total Amount (Net)
<b>TIP CHARGE</b> Business Reply Card	\$ 3,550
<b>TIP CHARGE</b> Up to 4 Pages	\$ 3,550
<b>TIP CHARGE</b> Up to 6-16 Pages	\$ 5,015
<b>CENTERSTICH CHARGE</b>	\$ 5,740
<b>SLOWDOWN CHARGE</b>	At Cost
<b>POLYBAG CHARGE</b>	\$6000 plus USPS Standard Postage

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

# Display Ad Requirements Print 2013

## **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**

Advisor projects and USTOA Business Resource, Selling Mexico planners

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](http://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 delivery instructions. Insert reservations must be arranged through a sales representative. Insert availability is limited. Reserve early to secure preferred issue date. Regional splits are available. Samples/paper mock-ups must be submitted to Lisa Gonzales at least two weeks prior to issue close date for approval. Advertisers running supplied inserts must supply their digital files for the inserts to be included in Travel Weekly's digital edition. 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. Due to postal requirements, some inserts do not qualify for Periodical postage rates. Any additional USPS charges incurred will be billed at cost.

**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 Digital Advertising Rates 2013

<b>TravelWeekly.com</b>	<b>1 week</b>	<b>1 month</b>
Leaderboard 728 x 90	-	\$2,695
Medium Rectangle 300 x 250	-	\$2,695
300 x 600	-	\$3,245
Exclusive Site Sponsorship/Bellyband	\$7,995	-
Homepage Billboard 300 x 250	\$5,295	-
Homepage Takeover - Includes all banners on the homepage (two Leaderboards, Homepage Billboard, one Medium Rectangle and 120 x 90)	\$10,595	-
Run Of Network - Ad position will run in the editorial sections on TravelWeekly.com plus the Hotel and Cruise Search sections	-	\$3,545

<b>eNewsletter</b>	<b>1-11 x</b>	<b>12-23 x</b>	<b>24-50 x</b>	<b>51 x</b>
Leaderboard, Medium Rectangle or Text Ad	\$1,375	\$1,225	\$1,075	\$ 825

Topic Sponsorship on TravelWeekly.com	Custom
Search Sponsorship on TravelWeekly.com	Custom
Webinars	\$13,995
Custom Webinar	Custom

<b>Email Blasts</b>	<b>National List</b>
1x Created by Client	\$5,245
1x Created by Travel Weekly	\$6,175

<b>ePostcards</b>	<b>National List</b>
1x	\$8,845
4x	\$6,575

<b>Daily Bulletin</b>	<b>1 week</b>
Leaderboard, Medium Rectangle or Text Ad	\$2,425

# TravelWeekly.com Ad Requirements 2013

## **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@ntmllc.com](mailto:twx@ntmllc.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@ntmllc.com](mailto:twx@ntmllc.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: [mrapienski@ntmllc.com](mailto:mrapienski@ntmllc.com)

Formatted by Client (ready to load into player):

Material Due Date: 10 business days prior to start date

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

Formatted by Client (ready to load into player):

Material Due Date: 10 business days prior to start date

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

Formatted by Client (ready to load into player):

Material Due Date: 10 business days prior to start date

Send to: [twx@ntmllc.com](mailto:twx@ntmllc.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.ntmllc.com/>). For expandable ads please submit .swf files only, 3rd Party Tads CANNaOT 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 2013

## **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

Send 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

# Travel Weekly Hotel Search Online Advertising Rates 2013

<b>Hotel Search Banner Advertising</b>	<b>1 month</b>	<b>1 year</b>
Metro Targeted Exclusive - Exclusive ownership of Leaderboard or Medium Rectangle in the Metro Area of your choice	\$975	\$5,850
Metro Targeted Rotation - Appear in the rotation in the Metro Area of your choice (Medium Rectangle)	\$650	\$3,900
Run of Site: Leaderboard, Medium Rectangle - General Advertising throughout the section	\$650	\$3,900
Run of Site: 300 x 600 - General Advertising throughout the section	\$1,000	\$6,000
Exclusive Site Sponsorship/Bellyband	\$4,250/week or \$2,500 if running on TravelWeekly.com (during the same week)	

<b>Hotel Search Directory Options</b>	<b>1 month</b>	<b>1 year</b>
Featured Search - Sort to top, limit of five per geographic destination	-	\$1,595
Expanded Listing - Includes Live Link	-	\$1,275

Custom advertising options available upon request.

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

# Cruise Search Advertising Rates & Specs 2013

Cruise Search Run Of Site	1 month	1 year
Leaderboard or Medium Rectangle	\$650	\$3,900
300 x 600	\$1,000	\$6,000
Exclusive Site Sponsorship/Bellyband - Exclusive to one advertiser at a time	\$4,250/week or \$2,500 if running on TravelWeekly.com (during the same week)	

Cruise Search 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.	-	\$3,175
Cruise Line Sponsorship (Major) - Available on pages specific to a single cruise line. Includes two leaderboards, 300x600 and a Featured Cruise	\$20,000	\$35,000
Cruise Line Sponsorship (Niche) - Available on pages specific to a single cruise line. Includes two leaderboards, 300x600 and a Featured Cruise	\$4,775	\$9,275

Custom advertising options available upon request.

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

# Travel Weekly Hotel & CruiseSearch Online Specs 2013

## **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. 300 x 600**

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 htihotelinkmaterials@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

# 2013 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 of 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 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 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.