



# TRAVEL WEEKLY

## 2016 editorial calendar

# A YEAR AT A GLANCE



2016

## SPOTLIGHT ISSUES

FREQ JAN FEB MAR APR MAY JUN JUL AUG SEPT OCT NOV DEC

### INDUSTRY INSIGHT

Power List **	1x						27						
Consumer Trends **	1x							29					
Travel Industry Survey **	1x									24			
2017 Preview	1x												26

### SPECIAL INTEREST

Focus on Culinary Travel	1x		29										
Focus on Ski & Mountain Travel	1x				4								
Consumer Editors Roundtable	1x				18								
World Travel & Tourism Council	1x			28									
Focus on Cruise	1x					30							
Focus on Social Media	2x						6					21	

### AWARD ISSUES

13th Annual Readers Choice Winners	1x	25											
Magellan Award Winners	1x									31			
14th Annual Readers Choice Finalists	1x												5

\*\* TABLOID SIZE SPECIAL SECTION

# A YEAR AT A GLANCE



2016

DESTINATION OR SUBJECT	FREQ	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
Adventure Travel	3x		15			30					3		
Africa (Southern)	6x	11	8			9	13		8		10		
Alaska	4x	4	1	7									5
Asia/Pacific	10x	18		21	18	16	20		15	19	17	21	19
• Asia PLUS *	1x								1				
Back to School *	1x									12			
Caribbean	18x	4, 18	1, 15	7, 21	4, 18	16	20		15	5, 19	17	7, 21	5, 19
• Caribbean Advisor *	2x				11						10		
Central/South America	12x	11	8	14	11	9	13	11	8	12	10	14	12
• Central/South America Advisor *	1x									5			
China	7x					2	6	4		5	3	7	5
Cruise	12x	11	8	14	11	9	13	11	8	12	10	14	12
Cuba	2x					23	27						
• Cuba PLUS *	1x									26			
East Coast Classics PLUS *	1x						20						
Europe	12x	18	15	21	18	16	20	18	15	19	17	21	19
• Europe Advisor *	2x			28							3		
Faith Based Travel	2x				25			25					
Family Travel	6x	25	29		25	30				26	31		
Florida	4x			28	18					19		28	
• Florida PLUS *	1x										24		
Hawaii	21x	4	8, 22, 29	28	11	2, 30	6, 27	4, 18	1	5, 12, 19	3, 24	7, 21	12
• Hawaii Loves Travel Agents	2x	11									10		
• Hawaii New & Renovated	2x	25							22				
• How to Sell Luxury Travel to Hawaii	1x		1										
• How to Sell Family Vacations to Hawaii	1x			7									

\* MAGAZINE SIZE SPECIAL SECTION

# A YEAR AT A GLANCE



2016

DESTINATION OR SUBJECT	FREQ	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
• How to Sell Weddings & Honeymoons to Hawaii	1x				4								
• How to Sell Summers to Hawaii	1x					16							
• Hawaii Advisor *	1x							11					
• How to Sell Golf Vacations to Hawaii	1x								29				
India	4x		8			23			29			28	
Israel	2x			14							10		
Korea	2x							25		19			
Las Vegas	12x	11	8	14	11	9	13	11	8	12	10	14	12
• Las Vegas Advisor *	1x				25								
LGBT Travel	4x	18			18			18			24		
Luxury	12x	18	15	21	18	16	20	18	15	19	17	21	19
• Luxury Advisor *	1x						13						
Mexico	12x	4	1	7	4	2	6	4	1	5	3	7	5
• Mexico Advisor *	1x								22				
• Mexico Romance Advisor *	1x											14	
New Orleans	6x	25		28		23	27		22			28	
River Cruise	12x	25	22	28	25	23	27	25	22	26	24	28	19
• River Cruise PLUS *	1x											7	
Turkey	2x			28			13	25				14	
Ultimate Hotel and Destination Guide **	1x												12
USTOA Business Resource	1x												19
Wedding, Honeymoon & Romance	2x	25							29				
• Wedding, Honeymoon & Romance Advisor *	1x					16							
Wellness/Spa	2x			7							31		
World of Luxury	1x												5

\* MAGAZINE SIZE SPECIAL SECTION \*\* TABLOID SIZE SPECIAL SECTION



ISSUE DATE	NEWSPAPER SECTIONS	NEWSPAPER CLOSING & MATERIAL DUE DATES	SPECIAL SECTIONS	SPECIAL SECTION CLOSING & MATERIALS DUE DATES
MONDAY JANUARY 4	Alaska, Caribbean, Hawaii (All Hawaii), Mexico	THURSDAY DECEMBER 17 *		
MONDAY JANUARY 11	Africa (Southern), Central/South America, Cruise, <i>Hawaii Loves Travel Agents</i> (closes 12/1/15), Las Vegas	WEDNESDAY DECEMBER 23 *		
MONDAY JANUARY 18	Asia/Pacific, Caribbean, Europe, LGBT Travel, Luxury	TUESDAY JANUARY 5		
MONDAY JANUARY 25	<b>13<sup>th</sup> Annual Readers Choice Winners</b> , Family Travel, <i>Hawaii New &amp; Renovated</i> (closes 12/15/15); New Orleans, River Cruise; Wedding, Honeymoon & Romance	MONDAY JANUARY 11 *		

\* EARLY CLOSE DATE



ISSUE DATE	NEWSPAPER SECTIONS	NEWSPAPER CLOSING & MATERIAL DUE DATES	SPECIAL SECTIONS	SPECIAL SECTION CLOSING & MATERIALS DUE DATES
MONDAY FEBRUARY 1	Alaska, Caribbean, <i>How to Sell Luxury Travel to Hawaii</i> (closes 12/21/15), Mexico	TUESDAY JANUARY 19		
MONDAY FEBRUARY 8	Africa (Southern), Central/South America, Cruise, Hawaii (Kauai), India, Las Vegas	TUESDAY JANUARY 26		
MONDAY FEBRUARY 15	Adventure Travel, Caribbean, Europe, Luxury	TUESDAY FEBRUARY 2		
MONDAY FEBRUARY 22	Hawaii (Maui), River Cruise	MONDAY FEBRUARY 8 *		
MONDAY FEBRUARY 29	<b>Focus on Culinary Travel</b> , Family Travel, Hawaii (Oahu)	TUESDAY FEBRUARY 16		

\* EARLY CLOSE DATE



ISSUE DATE	NEWSPAPER SECTIONS	NEWSPAPER CLOSING & MATERIAL DUE DATES	SPECIAL SECTIONS	SPECIAL SECTION CLOSING & MATERIALS DUE DATES
MONDAY MARCH 7	Alaska, Caribbean, <i>How to Sell Family Vacations to Hawaii</i> (closes 1/29/16), Mexico, Wellness/Spa	TUESDAY FEBRUARY 23		
MONDAY MARCH 14	Central/South America, Cruise, Israel, Las Vegas	TUESDAY MARCH 1		
MONDAY MARCH 21	Asia/Pacific, Caribbean, Europe, Luxury	TUESDAY MARCH 8		
MONDAY MARCH 28	<b>World Travel &amp; Tourism Council</b> , Florida, Hawaii (Kauai), New Orleans, River Cruise, Turkey,	TUESDAY MARCH 15	Magazine Size: <b>Europe Advisor</b>	THURSDAY JANUARY 28

APRIL



2016

ISSUE DATE	NEWSPAPER SECTIONS	NEWSPAPER CLOSING & MATERIAL DUE DATES	SPECIAL SECTIONS	SPECIAL SECTION CLOSING & MATERIALS DUE DATES
MONDAY APRIL 4	<b>Focus on Ski &amp; Mountain Travel,</b> Caribbean, <i>How to Sell Weddings &amp; Honeymoons to Hawaii</i> (closes 2/29/16), Mexico	TUESDAY MARCH 22		
MONDAY APRIL 11	Central/South America, Cruise, Hawaii (Hawaii Island), Las Vegas	TUESDAY MARCH 29	Magazine Size: <b>Caribbean Advisor</b>	THURSDAY FEBRUARY 11
MONDAY APRIL 18	<b>Consumer Editors Roundtable,</b> Asia/Pacific, Caribbean, Europe, Florida, LGBT Travel, Luxury	TUESDAY APRIL 5		
MONDAY APRIL 25	Faith Based Travel, Family Travel, River Cruise	TUESDAY APRIL 12	Magazine Size: <b>Las Vegas Advisor</b>	FRIDAY FEBRUARY 26



MAY



2016

ISSUE DATE	NEWSPAPER SECTIONS	NEWSPAPER CLOSING & MATERIAL DUE DATES	SPECIAL SECTIONS	SPECIAL SECTION CLOSING & MATERIALS DUE DATES
MONDAY MAY 2	China, Hawaii (Maui), Mexico	TUESDAY APRIL 19		
MONDAY MAY 9	Africa (Southern), Central/South America, Cruise, Las Vegas	TUESDAY APRIL 26		
MONDAY MAY 16	Asia/Pacific, Caribbean, Europe, <i>How to Sell Summers to Hawaii</i> (closes 4/11/16), Luxury	TUESDAY MAY 3	Magazine Size: <b>Wedding, Honeymoon &amp; Romance Advisor</b>	FRIDAY MARCH 18
MONDAY MAY 23	Cuba, India, New Orleans, River Cruise	TUESDAY MAY 10		
MONDAY MAY 30	<b>Focus on Cruise,</b> Adventure Travel, Family Travel, Hawaii (All Hawaii)	TUESDAY MAY 17		



ISSUE DATE	NEWSPAPER SECTIONS	NEWSPAPER CLOSING & MATERIAL DUE DATES	SPECIAL SECTIONS	SPECIAL SECTION CLOSING & MATERIALS DUE DATES
MONDAY JUNE 6	<b>Focus on Social Media</b> , China, Hawaii (Oahu), Mexico	MONDAY MAY 23 *		
MONDAY JUNE 13	Africa (Southern), Central/South America, Cruise, Las Vegas, Turkey	TUESDAY MAY 31	Magazine Size: <b>Luxury Advisor</b>	WEDNESDAY APRIL 13
MONDAY JUNE 20	Asia/Pacific, Caribbean, Europe, Luxury	TUESDAY JUNE 7	Magazine Size: <b>East Coast Classics PLUS</b>	WEDNESDAY APRIL 20
MONDAY JUNE 27	Cuba, Hawaii (Hawaii Island), New Orleans, River Cruise	TUESDAY JUNE 14	Tabloid Size: <b>Power List</b>	WEDNESDAY APRIL 27

\* EARLY CLOSE DATE



ISSUE DATE	NEWSPAPER SECTIONS	NEWSPAPER CLOSING & MATERIAL DUE DATES	SPECIAL SECTIONS	SPECIAL SECTION CLOSING & MATERIALS DUE DATES
MONDAY JULY 4	China, Hawaii (Kauai), Mexico	TUESDAY JUNE 21		
MONDAY JULY 11	Central/South America, Cruise, Las Vegas	MONDAY JUNE 27 *	Magazine Size: <b>Hawaii Advisor</b>	TUESDAY MAY 10
MONDAY JULY 18	Europe, Hawaii (Hawaii Island), LGBT Travel, Luxury	TUESDAY JULY 5		
MONDAY JULY 25	Faith Based Travel, Korea, River Cruise, Turkey	TUESDAY JULY 12		

\* EARLY CLOSE DATE



ISSUE DATE	NEWSPAPER SECTIONS	NEWSPAPER CLOSING & MATERIAL DUE DATES	SPECIAL SECTIONS	SPECIAL SECTION CLOSING & MATERIALS DUE DATES
MONDAY AUGUST 1	Hawaii (Oahu), Mexico	TUESDAY JULY 19	Magazine Size: <b>Asia PLUS</b>	WEDNESDAY JUNE 1
MONDAY AUGUST 8	Africa (Southern), Central/South America, Cruise, Las Vegas	TUESDAY JULY 26		
MONDAY AUGUST 15	Asia/Pacific, Caribbean, Europe, Luxury	TUESDAY AUGUST 2		
MONDAY AUGUST 22	<i>Hawaii New &amp; Renovated</i> (closes 7/18/16), New Orleans, River Cruise	TUESDAY AUGUST 9	Magazine Size: <b>Mexico Advisor</b>	WEDNESDAY JUNE 15
MONDAY AUGUST 29	<i>How to Sell Golf Vacations to Hawaii</i> (closes 7/25/16); India; Wedding, Honeymoon & Romance	TUESDAY AUGUST 16	Tabloid Size: <b>Consumer Trends</b>	WEDNESDAY JUNE 29



ISSUE DATE	NEWSPAPER SECTIONS	NEWSPAPER CLOSING & MATERIAL DUE DATES	SPECIAL SECTIONS	SPECIAL SECTION CLOSING & MATERIALS DUE DATES
MONDAY SEPTEMBER 5	Caribbean, China, Hawaii (Maui), Mexico	TUESDAY AUGUST 23	Magazine Size: <b>Central/South America Advisor</b>	FRIDAY JULY 8
MONDAY SEPTEMBER 12	Central/South America, Cruise, Hawaii (Oahu), Las Vegas	MONDAY AUGUST 29 *	Magazine Size: <b>Back to School</b>	FRIDAY JULY 15
MONDAY SEPTEMBER 19	Asia/Pacific, Caribbean, Europe, Florida, Hawaii (Maui), Korea, Luxury	TUESDAY SEPTEMBER 6		
MONDAY SEPTEMBER 26	Family Travel, River Cruise	TUESDAY SEPTEMBER 13	Magazine Size: <b>Cuba PLUS</b>	FRIDAY JULY 29

\* EARLY CLOSE DATE



ISSUE DATE	NEWSPAPER SECTIONS	NEWSPAPER CLOSING & MATERIAL DUE DATES	SPECIAL SECTIONS	SPECIAL SECTION CLOSING & MATERIALS DUE DATES
MONDAY OCTOBER 3	Adventure Travel, China, Hawaii (Big Island), Mexico	TUESDAY SEPTEMBER 20	Magazine Size: <b>Europe Advisor</b>	THURSDAY AUGUST 4
MONDAY OCTOBER 10	Africa (Southern), Central/South America, Cruise, <i>Hawaii Loves Travel Agents</i> (closes 9/2/16), Israel, Las Vegas	TUESDAY SEPTEMBER 27	Magazine Size: <b>Caribbean Advisor</b>	THURSDAY AUGUST 11
MONDAY OCTOBER 17	Asia/Pacific, Caribbean, Europe, Luxury	TUESDAY OCTOBER 4		
MONDAY OCTOBER 24	Hawaii (Kauai), LGBT Travel, River Cruise	TUESDAY OCTOBER 11	Tabloid Size: <b>Travel Industry Survey</b> Magazine Size: <b>Florida PLUS</b>	THURSDAY AUGUST 25
MONDAY OCTOBER 31	<b>Magellan Award Winners</b> , Family Travel, Wellness/Spa	TUESDAY OCTOBER 18		



ISSUE DATE	NEWSPAPER SECTIONS	NEWSPAPER CLOSING & MATERIAL DUE DATES	SPECIAL SECTIONS	SPECIAL SECTION CLOSING & MATERIALS DUE DATES
MONDAY NOVEMBER 7	Caribbean, China, Hawaii (Oahu), Mexico	TUESDAY OCTOBER 25	Magazine Size: <b>River Cruise PLUS</b>	TUESDAY SEPTEMBER 9
MONDAY NOVEMBER 14	Central/South America, Cruise, Las Vegas, Turkey	TUESDAY NOVEMBER 1	Magazine Size: <b>Mexico Romance Advisor</b>	FRIDAY SEPTEMBER 16
MONDAY NOVEMBER 21	<b>Focus on Social Media,</b> Asia/Pacific, Caribbean, Europe, Hawaii (Hawaii Island), Luxury	MONDAY NOVEMBER 7 *		
MONDAY NOVEMBER 28	Florida, India, New Orleans, River Cruise	FRIDAY NOVEMBER 11 *		

\* EARLY CLOSE DATE



ISSUE DATE	NEWSPAPER SECTIONS	NEWSPAPER CLOSING & MATERIAL DUE DATES	SPECIAL SECTIONS	SPECIAL SECTION CLOSING & MATERIALS DUE DATES
MONDAY DECEMBER 5	<b>14<sup>th</sup> Annual Readers Choice Finalists</b> , Alaska, Caribbean, China, Mexico	FRIDAY NOVEMBER 18 *	Special Size: <b>World of Luxury</b>	FRIDAY SEPTEMBER 16
MONDAY DECEMBER 12	Central/South America, Cruise, Hawaii (All Hawaii), Las Vegas	TUESDAY NOVEMBER 29	Tabloid Size: <b>Ultimate Hotel and Destination Guide</b>	FRIDAY SEPTEMBER 16
MONDAY DECEMBER 19	Asia/Pacific, Caribbean, Europe, Luxury, River Cruise	TUESDAY DECEMBER 6	Magazine Size: <b>USTOA Business Resource</b>	FRIDAY SEPTEMBER 9
MONDAY DECEMBER 26	<b>2017 Preview</b>	FRIDAY OCTOBER 28 *		

\* EARLY CLOSE DATE



# PRINT CLOSING DATES



2016

ISSUE	CLOSING	ISSUE	CLOSING	ISSUE	CLOSING	ISSUE	CLOSING
JANUARY 4	DECEMBER 17*	APRIL 4	MARCH 22	JULY 4	JUNE 21	OCTOBER 3	SEPTEMBER 20
JANUARY 11	DECEMBER 23*	APRIL 11	MARCH 29	JULY 11	JUNE 27*	OCTOBER 10	SEPTEMBER 27
JANUARY 18	JANUARY 5	APRIL 18	APRIL 5	JULY 18	JULY 5	OCTOBER 17	OCTOBER 4
JANUARY 25	JANUARY 11*	APRIL 25	APRIL 12	JULY 25	JULY 12	OCTOBER 24	OCTOBER 11
FEBRUARY 1	JANUARY 19	MAY 2	APRIL 19	AUGUST 1	JULY 19	OCTOBER 31	OCTOBER 18
FEBRUARY 8	JANUARY 26	MAY 9	APRIL 26	AUGUST 8	JULY 26	NOVEMBER 7	OCTOBER 25
FEBRUARY 15	FEBRUARY 2	MAY 16	MAY 3	AUGUST 15	AUGUST 2	NOVEMBER 14	NOVEMBER 1
FEBRUARY 22	FEBRUARY 8*	MAY 23	MAY 10	AUGUST 22	AUGUST 9	NOVEMBER 21	NOVEMBER 7*
FEBRUARY 29	FEBRUARY 16	MAY 30	MAY 17	AUGUST 29	AUGUST 16	NOVEMBER 28	NOVEMBER 11*
MARCH 7	FEBRUARY 23	JUNE 6	MAY 23*	SEPTEMBER 5	AUGUST 23	DECEMBER 5	NOVEMBER 18*
MARCH 14	MARCH 1	JUNE 13	MAY 31	SEPTEMBER 12	AUGUST 29*	DECEMBER 12	NOVEMBER 29
MARCH 21	MARCH 8	JUNE 20	JUNE 7	SEPTEMBER 19	SEPTEMBER 6	DECEMBER 19	DECEMBER 6
MARCH 28	MARCH 15	JUNE 27	JUNE 14	SEPTEMBER 26	SEPTEMBER 13	DECEMBER 26	DECEMBER 13

## PRINT CLOSING DATES

1. Space reservations, all ad materials and inserts for print products are due approximately nine 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 four business days prior to the issue date.
4. Issues mail on the Friday prior to date of issue.

# AD DIMENSIONS



2016

## 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<sup>14</sup>" 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



2016

SIZE	1X	4X	7X	13X	26X	39X	52X	65X	78X
65 Column Inch - Full Tabloid Page	\$26,795	\$25,825	\$25,155	\$24,095	\$23,465	\$22,345	\$22,395	\$21,945	\$21,400
40 Column Inch - Junior Page	\$23,035	\$21,965	\$21,215	\$20,450	\$20,450	\$20,400	\$19,490	\$19,305	\$18,730
32.5 Column Inch - Tabloid Half Page (Horizontal)	\$20,450	\$19,835	\$19,240	\$18,645	\$18,260	\$17,915	\$17,490	\$17,250	\$16,940
26 Column Inch	\$18,685	\$18,100	\$17,570	\$17,290	\$16,785	\$16,470	\$16,095	\$15,850	\$15,550
20 Column Inch - Junior Half Page	\$16,790	\$16,310	\$15,865	\$15,520	\$15,240	\$14,920	\$14,655	\$14,445	\$14,200
15 Column Inch - Junior Third Page	\$14,650	\$14,355	\$13,940	\$13,660	\$13,460	\$13,265	\$13,055	\$12,910	\$12,685
10 Column Inch - Junior Quarter Page	\$12,655	\$12,395	\$12,115	\$11,945	\$11,825	\$11,615	\$11,605	\$11,395	\$11,215
5 Column Inch - Junior Eighth Page	\$10,680	\$10,535	\$10,395	\$10,255	\$10,135	\$10,065	\$9,945	\$9,910	\$9,775
Less than 5 column inches per inch	\$8,275	\$8,225	\$8,195	\$8,180	\$8,150	\$8,115	\$8,085	\$8,055	\$8,005

## 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.

2016 INSERT SIZE	TOTAL AMOUNT (GROSS)
2	\$9,365
4	\$11,665
8	\$16,230
12	\$19,440
16	\$21,400
20	\$24,275
24	\$28,420
28	\$32,415

PRODUCTION CHARGES*	TOTAL AMOUNT (NET)
<b>TIP CHARGE</b> Business Reply Card	\$3,880
<b>TIP CHARGE</b> 2-4 Pages	\$3,880
<b>TIP CHARGE</b> 6-16 Pages	\$5,480
<b>CENTERSTICH CHARGE</b>	\$6,280
<b>SLOWDOWN CHARGE</b>	AT COST
<b>POLYBAG CHARGE</b>	\$6,365

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

# BONUS DISTRIBUTION SHOWS



2016

DATE	SHOW	ISSUE
APRIL 3-9	Mountain Travel Symposium; Keystone, CO	APRIL 4
APRIL 6-7	WTTC; Dallas, TX	APRIL 4
MAY 4-6	Global Travel Marketplace (GTM) West; Tucson, AZ	MAY 2
JUNE 1-6	Cruise3Sixty 2016; Vancouver	MAY 30
JULY 16-20	GBTA; Denver, CO	JULY 18
AUGUST 21-23	Global Travel Marketplace (GTM) Fort Lauderdale, FL	AUGUST 22
TBD	CruiseWorld China: TBD	TBD
NOVEMBER TBD	CruiseWorld; Fort Lauderdale, FL	NOVEMBER 7
DECEMBER 7-9	USTOA Conference; Scottsdale, AZ	DECEMBER 5 AND WORLD OF LUXURY

# DISPLAY AD REQUIREMENTS



2016

## 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 SECTIONS

Advisor projects, PLUS projects and USTOA Business Resource  
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  
GAYLE GRAIZZARO Production Specialist 201-902-1914

## 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](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 page 18. 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 Travel Weekly'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. PRE-FLIGHTING** 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.

**q. SUPPLIED INSERTS QUANTITY** 30,000 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** 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.

# TRAVELWEEKLY.COM ADVERTISING RATES



2016

TRAVELWEEKLY.COM	1 WEEK	1 MONTH
LEADERBOARD	-	\$3,150
MEDIUM RECTANGLE	-	\$3,150
300X600	-	\$3,825
Pushdown	\$8,975	-
Homepage Billboard/Rectangle	\$6,250	-
Homepage Takeover - Includes all banners on the homepage (two Leaderboards, 300x600, one Medium Rectangle, Superleaderboard, and two sidepanels)	\$12,275	-
Video Package	\$7,500 / ANNUAL	
Strategic Web Content Package	\$8,950 / ANNUAL	
Immersive Luxury Experience	\$5,000 / ANNUAL	
Immersive Hotel Experience	\$5,000 / ANNUAL	
Topic Sponsorship	CUSTOM / ANNUAL	
Search Sponsorship	CUSTOM / ANNUAL	
Webinar	\$16,995 / 1X	

MOBILE	1 MONTH	1 YEAR
ROS banners	\$2,500	\$9,995
Monthly Sponsorship	\$5,250	-

TABLET	1 MONTH
Monthly Sponsorship	\$5,250

ENEWSLETTER	1-11X	12-23X	24-50X	51X
Horizontal Banner (600x100)	\$1,595	\$1,475	\$1,325	\$995
Medium Rectangle (300x250)	\$1,595	\$1,475	\$1,325	\$995
Text Ad	\$1,595	\$1,475	\$1,325	\$995
Text Ad with Image	\$1,595	\$1,475	\$1,325	\$995

DAILY BULLETIN	1 WEEK
Horizontal Banner (600x100)	\$2,795
Medium Rectangle (300x250)	\$2,795
Text Ad	\$2,795
Text Ad with Image	\$2,795

EMAIL BLASTS	NATIONAL LIST
Created by Client (1x)	\$5,825
Created by Travel Weekly (1x)	\$6,875

EPOSTCARDS	NATIONAL LIST
1x	\$9,675
4x	\$7,275



### 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: 60k (no exceptions)/ MAX 3 loops

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

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

### 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: 60k (no exceptions)/ MAX 3 loops

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

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

### 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@ntmlc.com](mailto: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](mailto:twx@ntmlc.com)

### d. PUSHDOWN

Travel Weekly Formatted: 970w x 66h Flash banner that expands to a five second long 970w x 418h pushdown banner ad when the page loads. The animation plays once with no looping.

Logo/additional images: 72dpi or greater, lossless quality images (or high quality 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 50 words of text; For maximum impact, recommend using more images and less text that can be read in 5-6 seconds. URL for call to action. Preferred color scheme.

Finished product specs: <60kb \*.swf file.

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

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

### 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: 60k (no exceptions)/ MAX 3 loops

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

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

### 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: <60kb \*.swf file, <1024kb \*.flv file

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

Send to [mrapienski@ntmlc.com](mailto: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](mailto: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 tags 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 ActionScript associated with the button should be: `on (release {getURL(clickTAG, "_blank");})` Please save SWF files for compatibility with Flash Player 8 Actionscript 2./ MAX 3 LOOPS.



### DAILY BULLETIN & eNEWSLETTERS

#### a. HORIZONTAL BANNER

600w x 100h 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: 40kb (no exceptions)/No looping

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 [tweletters@ntmlc.com](mailto: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)/ No looping

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](mailto: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](mailto:tweletters@ntmlc.com)

#### d. TEXT AD WITH IMAGE

Provide one 300w x 250h pixels ad unit, a headline and approximately 19 words of text

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)/ No looping

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](mailto: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 tags 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 ActionScript associated with the button should be: `on (release {getURL(clickTAG, "_blank");` Please save SWF files for compatibility with Flash Player 8 Actionscript 2./ MAX 3 LOOPS.



# HOTEL SEARCH ADVERTISING RATES



2016

HOTEL SEARCH	MONTHLY	ANNUAL
Run of Site	\$795	\$4,775
300x600	\$1,275	\$7,625
Pushdown	\$4,975 / Week	
Metro Rotating	\$795	\$4,775
Featured Search	-	\$1,975
Featured Listing (formerly Expanded Listing)	-	\$1,500
Immersive Hotel Experience	\$5,000 / 90 days	

CRUISE SEARCH	MONTHLY	ANNUAL
Run of Site	\$795	\$4,775
300 X 600	\$1,275	\$7,625
Pushdown	\$4,775 / week	
Target banners by embark port	\$795	\$4,775

# HOTEL AND CRUISE SEARCH AD REQUIREMENTS



2016

## 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: 60k (no exceptions)/ MAX 3 loops

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. 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: 60k (no exceptions)/ MAX 3 loops

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. 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: 60k (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. PUSHDOWN

Travel Weekly Formatted: 970w x 66h Flash banner that expands to a five second long 970w x 418h pushdown banner ad when the page loads. The animation plays once with no looping.

Logo/additional images: 72dpi or greater, lossless quality images (or high quality 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 50 words of text; For maximum impact, recommend using more images and less text that can be read in 5-6 seconds. URL for call to action. Preferred color scheme.

Finished product specs: <60kb \*.swf file.

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

Send to 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

## 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 tags 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 ActionScript associated with the button should be: on (release {getUrl(clickTAG, "\_blank");} Please save SWF files for compatibility with Flash Player 8 Actionscript 2./ MAX 3 LOOPS.

# GENERAL TERMS AND CONDITIONS



2016

## 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 contents and subject /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-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 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 liable, 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 rate card rates, 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.