

2021 COLOR DISPLAY RATES (Gross U.S. Dollars)

4 Color Rates	(GROSS)	1x	3x	7x	13x	26x
Tab Page	65 inch	25,940	22,545	19,325	17,670	14,695
Jr. Page	40 inch	23,345	20,290	17,650	15,905	14,325
Tab 1/2-page	32.5 inch	19,850	17,360	15,060	13,565	12,260
26"	26 inch	16,710	13,845	11,990	11,440	9,810
Jr. 1/2-page	20 inch	12,235	11,075	9,270	8,355	7,545
Jr. 1/3-page	15 inch	9,185	8,005	6,930	6,315	5,655
Jr. 1/4-page	10 inch	6,075	5,330	4,640	4,175	3,775
Jr. 1/8-page	5 inch	3,135	2,860	2,320	2,095	1,895

INSERT RATES (Gross U.S. Dollars)

2 pages	\$10,555
4 pages	\$12,650
8 pages	\$17,010
12 pages	\$20,460
16 pages	\$22,960

All inserts must run with a ROP Full Page back up ad.

TIP CHARGE (Net)

Up to 16 pages \$4,150

Inserts over 16 pages must be reviewed for pricing.

OUTSERT RATE (Net)

Polybag \$5,930

Please submit sample for space cost quote. All outserts must run with a ROP Full Page ad.

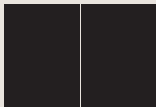












CENTERSTITCH RATE (Net)

Centerstitch \$5,610

Please submit sample for space cost quote. All centerstitch pieces must run with a ROP Full Page ad.

PRODUCTION INFORMATION: Please see TravelAge West's General Terms & Conditions and Material Specifications at www.TravelAgeWest.com or ask your Sales Representative for a copy.

AD DIMENSIONS: 5-COLUMN TABLOID MAGAZINE

 <p>130" Tabloid Spread Live/Non-bleed: 19.875"w X 13.9375"d Bleed: 20.625"w X 13.6875"d Trim: 20.375"w X 13.4375"d <i>(Allow for 1/8" gutter bleed on each side)</i></p>	 <p>65" Tabloid Page Live/Non-bleed: 9.6875"w X 12.9375"d Bleed: 10.4375"w X 13.6875"d Trim: 10.1875"w X 13.4375"d</p>	 <p>40" Junior Page Non-bleed: 7"w x 10"d</p>
 <p>65" Half Tabloid Spread Live: 19.875"w x 6.5"d Bleed: 20.625"w X 7"d <i>(no bleed off top)</i> Trim: 20.375"w X 6.75"d</p>	 <p>32.5" Tabloid Half Page Bleed Live: 9.6875" x 6.4688" Bleed: 10.4375" x 6.8438" <i>(no bleed off top)</i> Trim: 10.1875"w X 6.875"d</p>	 <p>32.5" Tabloid Half Page Non-bleed: 9"w x 6.5"d</p>
 <p>26" Vertical Non-bleed: 3.5"w x 12"d</p>	 <p>20" Junior Half Page Non-bleed: 7"w x 5"d</p>	 <p>20" Horizontal Strip Non-bleed: 9"w x 4"d</p>
 <p>15" Square Non-bleed: 5.25"w x 5"d</p>	 <p>15" Horizontal Strip Non-bleed: 9"w x 3"d</p>	 <p>10" Junior Quarter-Page Non-bleed: 3.5"w x 5"d</p>
 <p>5" Junior Eighth Page Vertical non-bleed: 1.625"w x 5"d Horizontal non-bleed: 3.5"w x 2.5"d</p>	<p>Bleed is 1/8" Live/Safe Area: For ads with bleed, be sure all text and logos are at least 1/4" in from trim</p>	

- **RUN OF SITE:** Home, Destinations, Travel Types, News, Tools & Event pages.

Ad Unit	1 week	1month
Billboard	\$3,295	n/a
Billboard with Video	\$4,095	n/a
Leaderboard or Med. Rectangle	n/a	\$2,875
Medium Rectangle with Video	n/a	\$3,375
Leaderboard with Video	n/a	\$3,375

HOMEPAGE TAKEOVER.....\$5,650/wk
Own all six 728x90 advertising banners on our homepage. All banners live withing and in-between content to ensure maximum exposure.

THOUGHT LEADERSHIP.....\$11,450
Position your company as a leader with this strategic web content program. Includes Thought Leadership article, Post on TAW.com homepage for 30 days, Listing in Strategic Web Content for 1 year, Banner ad promoting article, and Email promotion to approximately 70k qualified agents.

ADVERTISER SPOTLIGHT.....\$7,950/yr
Advertiser Spotlight gives your brand complete content control. You supply copy, images, videos, links and other items, and our team will put it all together to create an engaging custom digital advertorial page. Posted on TravelAgeWest.com for one year and promoted to our travel professional audience.

CLICK & WIN CUSTOM CONTEST \$5,450*/mo
Sponsor a month-long contest featuring trivia questions; includes homepage ad, contest page w/ sponsor box, marketing promotions.
*Sponsor must supply travel prize.

- w/Qualified Lead Gen (reg. database)..... \$6,450/mo
- w/Custom Lead Gen (reg. + 5 research questions)... \$8,750/mo

● DESTINATION GATEWAYS:

Select from Adventure, Africa/Middle East, Asia & South Pacific, Caribbean, Central/South America, Cruise, Europe, Family, Hawaii, Mexico, River Cruise, Tour, USA/Canada

GATEWAY SPONSORSHIP 1 year (contact sales rep for pricing)
Gateway Sponsorships include two Leaderboards, one Super Leaderboard, one Med. Rectangle, and one 300x600 half-page banner.

● E-NEWSLETTERS 100% opt-in subscriber list

Ad Units

Horizontal Banner, Rectangle, Rectangle plus text, Text only

DAILY E-NEWSLETTER	1 - 6 weeks	7 weeks or more
	\$2,175/wk	\$1,575/wk

CRUISE/DESTINATION NEWS (broadcast 1x/month)

Asia, Cruise, Caribbean, Europe, Explorer, Family, Hawaii,		
Mexico, River Cruise	1-6x	7+x
	\$1,650	\$1,250

WEEKLY (broadcast every Friday)

PRODUCT SPOTLIGHT \$1,975

● CUSTOM E-MAILS

HTML E-mail (to the Western Agent List)

Created by client	\$4,175 Net per send
Created by TAW	\$5,475 Net per send

E-Postcards (1x) \$5,675 per send

(4x) \$5,625 per send

additional tabs \$750 each per send

Note: Custom targeted lists are also available - pricing TBD

2021 Online Platforms

● WEBINARS

WESTERN SHOWCASE WEBINAR.....\$14,550 Net
Solo Sponsored Webinar

Own this hour-long presentation or have a discussion with an on-air host. This all-inclusive online seminar package includes all attendee promotion, technical elements and one-year recorded posting on TravelAgeWest.com.

● DIGITAL GUIDE.....(contact sales rep for pricing)

Our Digital Guide platform communicates your brand message to the travel agent market via a custom guide developed by our award-winning content team. Showcases your brand through interactive pages, rich imagery, multimedia capabilities and a broad marketing package.

● FULL SITE ROTATION: All site pages

SEARCH SPONSORSHIP - 1 year

(contact sales rep for availability and pricing)

Logo in search box, with 2 Leaderboards, Super Leaderboard, Medium Rectangle and 300x600 ads on search results page.

● MOBILE BANNER ADVERTISING

TravelAgeWest.com's responsive design makes it even easier for industry professionals to access the information they need to make better business decisions no matter where they are.

Horizontal Banner (max 6).....\$2,725/Month

Site Rotating Banners located near the top and bottom of pages. Maximum of 6 at a time.

Mobile Sponsorship.....\$2,875/Week

Large overlay ad that loads at the start of each visit. A great opportunity for a key impact position.

SOCIAL.amp.....\$2,750/Month

Social.amp amplifies your highly relevant content to premium travel audiences. you can feature popular/recent content from Facebook, Instagram, or Twitter as display ads on TravelAgeWest.com.

For more information, contact your sales rep:

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