The technology and content company at the heart of a 160 billion dollar market:

THE TRAVEL AGENCY CHANNEL

DIGITAL SOLUTIONS
Reaching travel agents and travelers with measurable results

INDEPENDENT CONTRACTOR SOLUTIONS
70% of all Travel Agents Today are IC’s or work from home

TRAINING & REWARDS/LOYALTY PROGRAMS
Certification, sales development, and rewards/loyalty programs

EVENTS
Digital and in-person expos, forums and custom events
DIGITAL SOLUTIONS

Reaching travel agents and travelers with measurable results
Where Travel Suppliers Reach the Most Engaged Audience of Travel Agents

With more than 96,425 travel agent subscribers, TravelPulse reaches approximately 90% of the U.S. travel agent market.

950,000
Average Monthly Visitors
(2019 Average)

800,000
Average Monthly Unique Visitors
(2019 Average)

96,425
Travel Agent Subscribers
TRAVELPULSE CONTENT STRATEGY PROGRAMS

TravelPulse takes a content marketing approach to telling your story via multiple touch points.

FAQ: Playa Hotels & Resorts’ Newest Properties in Jamaica

BRANDED BLOG

VIDEO

FEATURED EDITORIALS

Palladium Hotel Group Cools Off Travel Agents, Guests on Road to Costa Mujeres

GUARANTEED PRESS RELEASES

Meet Rags and his friends, the new hosts of the Palladium Family Program!

OFFERS

Infinite Indulgence at TRS Yucatan Hotel

DIGITAL SOLUTIONS | TRAVELPULSE.COM
## TRAVELPULSE CONTENT STRATEGY PROGRAMS

Choose a set program or let us create a custom program designed to your needs.

<table>
<thead>
<tr>
<th></th>
<th>Elite</th>
<th>Premiere</th>
<th>Deluxe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Featured Editorials</td>
<td>12X/YR</td>
<td>6X/YR</td>
<td>4X/YR</td>
</tr>
<tr>
<td>Guaranteed Press Releases</td>
<td>UNLIMITED</td>
<td>10X/YR</td>
<td>6X/YR</td>
</tr>
<tr>
<td>Videos</td>
<td>4X/YR</td>
<td>2X/YR</td>
<td>1X/YR</td>
</tr>
<tr>
<td>Blogging</td>
<td>1X/WK</td>
<td>2X/MO</td>
<td>1X/MO</td>
</tr>
<tr>
<td>Offers &amp; Promotions</td>
<td>1X/DAY</td>
<td>2X/WK</td>
<td>4X/MO</td>
</tr>
</tbody>
</table>

Duration of program contracted
The only business that reaches virtually every travel agent in the United States while extending your reach to millions of travelers at no cost to suppliers and destinations.

**BONUS REACH**

156,528,485 PAGES of content viewed by 19,864,473 UNIQUE VISITORS VIA MSN ALONE in 2018
Advertising on TravelPulse.com

NEWSLETTERS | BANNERS | RICH MEDIA
TRAVELPULSE DAILY NEWSLETTER

Reach Agents First Thing in the Morning

» One uniform size – 600X90
» SLEEK NEWSLETTER DESIGN ideal for modern devices and screen sizes.
» Content segmented by category
» Deployed Monday through Friday
TRAVELPULSE WEEKEND EDITION

» Align your brand’s messaging with the **TOP TRENDING ARTICLES AND OFFERS** of the week.

» Features top (728X90) and right side (160X600) banners.
TRAVELPULSE NICHE NEWSLETTERS

Our niche newsletters are delivered to agents who have opted-in to receive the latest news and offers for specific travel segments or their most-sold destinations.

Features top (728x90) and two (2) right side (300x250) banners.

NICHE NEWSLETTER LINEUP:

» River Cruise Newsletter
» Luxury Newsletter
» Luxury Hotels & Resorts Newsletter
» Luxury Cruise Newsletter
» Mexico Newsletter
» Hawaii Newsletter
» Caribbean Newsletter
» Las Vegas Newsletter
» Europe Newsletter
» Florida Newsletter

WANT A CUSTOM NEWSLETTER CREATED JUST FOR YOU? WE CAN DO THAT TOO!
Royal Caribbean Buys Stake in Luxury Line Silversea

The acquisition gives RCCL a luxury brand and will fuel continued growth for Silversea. Read More.
HOMEPAGE TAKEOVER
The Perfect Home for Your Advertising Message

Own **EVERY POSITION** and **EVERY IMPRESSION** on the TravelPulse.com homepage and key pages of TravelPulse.

Choose between two options: Takeover with **STANDARD AD UNITS**, takeover with **WALLPAPER**.

Relay your message to **THE MOST LOYAL TRAVELPULSE READERS**.

PAGES AND SECTIONS AVAILABLE

- TravelPulse.com Homepage
- Latest Travel & Tourism News
- Trending in Travel (all trending content)
- Latest Travel Opinions (all opinions, columns & blogs)
- Latest Travel & Tourism Videos
- Travel Suppliers
- Latest Travel Deals, Offers & Discounts
CATEGORY TAKEOVER

Targeted for Your Niche

Own EVERY POSITION and EVERY IMPRESSION on the TravelPulse category of your choice.

Choose between two options:
Takeover with STANDARD AD UNITS,
takeover with WALLPAPER.

Target ALL news pages, offers pages, videos pages, and supplier pages for your chosen categories.

CATEGORIES AVAILABLE

» Travel Agent + Host Agency & Consortia
» Tour Operator + Vacation Packages
» Cruise
» Airlines & Airports + Car Rental & Rail
» Hotel & Resort
» Destination & Tourism
» Features & Advice
» People + Entertainment
» Business Travel + Travel Technology
» Magazine Articles
» Impacting Travel

RUN OF SITE

Run of Site options are available on a CPM basis in a variety of sizes:
» Standard options: 970x90, 728x90, 320x50, 300x250
» 970x250 Billboard
» 300x600 Half Page
» Geo-targeting is also available
OVERVIEW OF OUR AD FORMATS

Leaderboards & Skyscrapers

Available for all takeovers and for run of site

- **970X90 SUPER LEADERBOARD**: Extra wide leaderboard unit to fit today’s modern extra-wide desktop screens.

- **160X600 SKYSCRAPER**: Displayed on the left and right columns. Achieve high visibility on both sides of the page. Height can be as high as 1,000 pixels.

- **728X90 LEADERBOARD**: The classic leaderboard size. Tried and true. Visible on both desktop and tablet.

- **320X50 MOBILE LEADERBOARD**: The standard mobile ad unit – perfect width for all mobile devices.
OVERVIEW OF OUR AD FORMATS

Homepage Wallpaper
Available for all takeovers.

SURROUNDS THE ENTIRE HOMEPAGE. Runs across the top and down both side columns of TravelPulse.com. Ensures maximum visibility of your message.

Full-screen Interstitial Ad

Presented to all travel agents who visit TravelPulse directly from the TravelPulse Daily Newsletter.

CLICK-THROUGH RATES AS HIGH AS 1.5-2.0%

Hides all page content, putting your message FRONT AND CENTER.

FLEXIBLE SIZING – 970x250 is a favorite among our clients.

MOBILE FRIENDLY – 300x250 consumes a large portion of the mobile screen.
TRAVELPULSE GIVEAWAY POP-UP

» Estimated 300,000 impressions in one month
» Run on a CPM or CPL basis
» Visitors enter contest by clicking button which will go to a custom landing page
» Confirmation of entry emails will go to each user that converts, which includes co-branding and links to your website
» Winner will be chosen by travAlliancemedia after the campaign is completed
REPORTING MADE EASY: A detailed reporting schedule can be set to monitor and track the activity levels for specific components of your campaign.

TRAVELPULSE DASHBOARD

Get a Single View of Your Marketing Performance

travAlliancemedia provides administrative access to a customized results-driven dashboard providing a 360° view of the performance of your entire marketing program.
This analytics tool consolidates your data into an easy-to-use, web-based interface allowing you to track the results of your campaign including:

**OFFERS:** Track total impressions and clicks for every offer posted on TravelPulse.com.

**EDITORIAL:** Find out when you have been covered, and how many people have seen and read the coverage.

**VIDEOS:** Track total number of views on all videos posted.

**TARGETED EMAILS:** Your agent messages are tracked by delivered, opened, and click-throughs.

**BANNER ADS:** Track impressions and click-throughs for every banner.

**BANNER TRACKING**

**OFFERS AND PROMOTIONS TRACKING**

**VIDEO VIEWS**

**TARGETED EMAILS**

AND MORE...
TRAVELPULSE SOCIAL MEDIA PACKAGES

Amplify Your Brand at the Heart of the Travel Conversation
Actively engage with our complete audience of 200,000+ travel agents, suppliers, and consumer travelers across all travAlliancemedia social media accounts

Start a conversation that will connect your brand with an engaged travel-minded following

**FULL SOCIAL MEDIA COVERAGE**

1 month increments

- 30 unique social media posts (you choose the platforms and context)
- 1 Twitter Chat
- 1 Instagram and Facebook Live Chat **(NEW FOR 2020)**

**A LA CARTE COVERAGE**

Pick individual components or package together as you’d like:

- Unique social media posts of your choosing (platforms and context)
- Twitter Chat
- Instagram and Facebook Live Chat **(NEW FOR 2020)**
Start a Conversation with the Right Agent
70% of all Travel Agents Today are IC's or work from home
Creating one-to-one relationships with the agents who make up 70% of the market today*

The only platform for engaging and influencing home-based agents via multiple touch points.

PRINT
AGENTatHOME MAGAZINE

DIGITAL
AGENTatHOME ONLINE

COMMUNITY
AGENTatHOME COMMUNITY

AGENTatHOME Magazine

The Business Magazine for Selling Leisure Travel From Home

A unique approach to giving home-based agents the content they need to increase their leisure sales.

ONLY MAGAZINE for Home-Based Agents

PRINT & DIGITAL Distribution

TARGETED ADVERTISING Opportunities

BI-MONTHLY Distribution

25,000 PRINT CIRCULATION
(digital circulation verified separately)
The Digital Extension of AGENTatHOME Magazine Featuring:

**AGENTatHOME Online**

The Digital Extension of AGENTatHOME Magazine Featuring:

A platform to engage home-based agents 24/7 around your brand, your tools, and your unique selling proposition.

---

**Additional Digital Components**

**eNEWSLETTER**

Weekly eNewsletter featuring tips, advice, and insights

**DIGITAL BANNER TAKEOVERS**
AGENTATHOME Community

- **Over 5,000** home-based travel agents

**ENGAGE WITH IC’S VIA:**
- Sponsored posts
- Surveys and Polls
- Live chats

Your sales BDM’s and managers can now join the community and engage and influence IC’s.
Certification, sales development, and rewards/loyalty programs
The training platform for more than 100,000+ travel agents each year:

5,000
AVERAGE NUMBER OF UNIQUE GRADUATES PER MONTH

110,000+
UNIQUE VISITORS FROM JULY 1, 2018 - JUNE 30, 2019

Trained and Educated Travel Agents Sell More:

99%
OF GRADUATES INDICATE THEY WILL SELL MORE OF WHAT THEY LEARNED

98%
OF GRADUATES RECOMMEND TRAVEL AGENT ACADEMY TO OTHER TRAVEL AGENTS

Source: Google Analytics, Travel Agent Academy program graduate survey
The most trusted brand in travel agent training for more than a decade

For these travel brands and more
Your course chapters will be written and designed around our core beliefs:

Meaningful
We teach agents how to successfully sell your brand by engaging them in meaningful content — not rote learning techniques based on repetition of facts or simple 'e-reading'.

Memorable
Quality training leaves learners with confidence and a connection to your brand. Our cognitive e-learning approach transforms information into insight.

Motivational
Training is only as effective as the actions taken AFTER course work has been completed. Our ‘learning path’ approach takes learners from novice to master of your brand’s sales objectives.

Travel Agent Academy courses have won numerous HSMAI Adrian awards, recognizing excellence in travel agent education.
A successful online education starts with the right process. That process has to ensure that agents are educated, not simply pushed to “graduate”.

**ANY SUCCESSFUL ONLINE EDUCATION COURSE REQUIRES THE FOLLOWING:**

- **State of the art LEARNING MANAGEMENT SYSTEM.**
- **COGNITIVE E-LEARNING DESIGN THEORY** based on best practices of institutions of higher education.
- **DYNAMIC ASSESSMENTS,** designed to “interrupt” the learning process, as the student moves through the course, are key to retention and results.
- **COURSE AUTHORING SOFTWARE AND INTERACTIVITY** to make the content interactive and memorable.
- **MULTIMEDIA ASSETS** to bring the content to life.
- **AN AUDIENCE TO ENGAGE** and drive to the individual educational course.
Course Marketing to Recruit, Engage, and Certify the Right Agents

Travel Agent Academy leverages its comprehensive database of travel agents, including detailed sales profile data to clearly address each learner’s business model and sales focus.

MARKETING REACH

950,000
Average Monthly Visitors
(2019 Average)

96,425
Travel Agent Subscribers
(TravelPulse Newsletter)

110,000+
Unique Visitors From
July 1, 2018 - June 30, 2019

INTEGRATED IC MARKETING
Print, Digital, Community
AFFILIATE PROGRAM

Already have a training platform in place?

We offer the most effective and measurable promotion of your existing program

HELPING YOU CAPTURE HIGHLY QUALIFIED AGENTS. Do you have a training program? Join our Affiliate Marketing Program and partner with the most recognized brand in travel training: Travel Agent Academy. We have travel professionals looking to learn. Let us market, promote and drive agents to your education program.

Affiliate Marketing Components can Include:

» INTEGRATED on TravelAgentAcademy.com
» Inclusion in Travel Agent Academy NEWSLETTERS to our database
» Targeted HTML RECRUITMENT EMAILS
» BANNERS on TravelPulse.com
» ROUND UP PRINT AD in AGENTatHOME
» FULL PAGE PRINT AD in AGENTatHOME
Digital and in-person expos, forums and custom events
DIGITAL EVENTS

VIRTUALTRAVERLEVENTS.COM

Reach the 95% of Travel Agents Who Don't Attend Physical Trade Shows*

*2018 GfK MRI study
Social Interactivity
Provide your audience with the most engaging experience incorporating interactive social elements such as group chats, social networking, lounges, live and on-demand webinars, and much more.

Increased Brand Awareness
Promotion of your digital event takes place before, during and post event, meaning a vast potential audience of travel agents can be reached online, increasing the visibility of your brand.

Lead Generation - Analytics & Reporting
» Full database of booth visitors - including geographical data, annual sales data, products sold data, industry membership/consortia data, and more.
» Collateral consumption data
» Chat logs

Broader Reach
A wide audience base can be reached, as travel agents enjoy the freedom to attend from a coffee shop, office, or even their own home. Even for those unable to attend the live dates, they can view the content on demand.

Increased Productivity/Time Saving
Attending a physical trade show takes a considerable amount of time and money for you as well as busy travel agents who are selling your brand or destination. With this need eliminated, you save on costs and prospective audience members may be more likely to sign up as a result!
Our 2020 Digital Expos

- **Weddings & Honeymoons**: February 5-6, September 23-24
- **Groups & Multigenerational Family Travel**: March 11-12
- **The Luxury Expo**: April 22-23
- **Agent at Home**: July 15-16
- **Culinary Travel & Tours**: October 28-29

**Live Event Results From The Luxury Expo**

- Total Unique Visitors: 991
- Total Unique Webinar Attendees: 653
- Total Resources Viewed: 16,308

April 24-25, 2019
CUSTOM DIGITAL EXPO

Create a Custom Digital Expo for Your Destination or Brand & Your Partners

WE OFFER:

Road Shows | Trade Shows | Sales Kick Off Meetings | Annual Conferences |
Internal Training | Customer Training | Community Building | Partner Events |
Virtual Marketplace | Customized Events
We screen and invite 10-30 travel agents to participate in a dynamic, on location, multi-day customized event in a specific destination.

We look for one destination sponsor and one primary supplier sponsor for each forum.
travFORUMS

travFORUMS are a collection of multi-day, hosted events that bring an intimate group of carefully-vetted expert travel agents to a specific destination in the U.S. and around the world.

Each travFORUM includes the following elements:

**SOCIAL MEDIA MARKETING DURING AND AFTER THE FORUM**

» Agents in attendance, as well as travAlliancemedia representatives, are required to share their experiences, in real time, via their social media channels.

» travAlliancemedia extends the reach of those posts across hundreds of thousands of followers.

» “Live from…” broadcasts are performed each day and shared across all social media channels.

**VIDEO ON LOCATION**

» Each participant will be filmed for “social media capsules” that can be pushed out across all channels.

**TRAVEL AGENT SALES ENGAGEMENT SESSIONS**

» 2-3 minute one-on-one interview with each agent centered on selling the destination or property

**TRAVEL AGENT INSIGHTS ROUNDTABLE DISCUSSIONS**

» Round table discussions are held on the final day, and recorded, to be broadcast to the travel industry after final editing.

» In addition to video captured during the round table, an additional white paper will be drafted to summarize the feedback and suggestions made by the attendees.

**TRAVFORUMS CAN BE TAILORED AROUND SPECIFIC DEMOGRAPHICS, INCLUDING MILLENNIAL AGENTS, OR SPECIFIC CATEGORIES OF TRAVEL I.E. LUXURY**
Webinars are one of the most important tools for travel industry marketers to extend their messages to hundreds of agents at once. Our webinars, produced in conjunction with TravelPulse.com, allow suppliers to leverage the most trusted brand in the industry today. This provides you with leading industry experts as hosts and unparalleled exposure across the site to attract registrants.

The entire process is completely turnkey. We prepare all marketing materials and generate leads from our highly targeted pool of travel professionals while you enlist your company’s best salesperson to deliver your presentation. Upon conclusion of the webinar, you will be presented with a sales-ready database of leads.

**AN ENGAGING VIEWING EXPERIENCE:**

- **BROADCAST LIVE** from anywhere
- **Engaging and INTUITIVE USER EXPERIENCE**
- **SINGLE-STREAM LAYOUT** for video and slides
- **Use on ANY DEVICE**
- **CHAT LIVE** with attendees
- **SURVEYS, POLLS, Q&A**
- Webinars can be accessed **ON-DEMAND** by agents for 12 months.
Specifications
<table>
<thead>
<tr>
<th>Category</th>
<th>FREQ</th>
<th>JAN</th>
<th>JAN 15</th>
<th>FEB</th>
<th>FEB 15</th>
<th>MAR</th>
<th>MAR 15</th>
<th>APR</th>
<th>APR 15</th>
<th>MAY</th>
<th>MAY 15</th>
<th>JUN</th>
<th>JUN 15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover Story</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Adventure Travel</td>
<td>9X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>All-Inclusives</td>
<td>24X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Airline/Consolidators</td>
<td>2X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Car Rentals</td>
<td>12X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cruise</td>
<td>24X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Family Travel</td>
<td>10X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Groups</td>
<td>6X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>LGBT Travel</td>
<td>2X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Luxury Travel</td>
<td>24X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rail Travel</td>
<td>6X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Religious Travel</td>
<td>2X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Romance Travel</td>
<td>2X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hotels/Resorts</td>
<td>24X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>River Cruise</td>
<td>24X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ski</td>
<td>4X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Spa &amp; Wellness Travel</td>
<td>4X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tours</td>
<td>24X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
# AGENTatHOME - Editorial Calendar

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>FREQ</th>
<th>JUL</th>
<th>JUL 15</th>
<th>AUG</th>
<th>AUG 15</th>
<th>SEP</th>
<th>SEP 15</th>
<th>OCT</th>
<th>OCT 15</th>
<th>NOV</th>
<th>NOV 15</th>
<th>DEC</th>
<th>DEC 15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover Story</td>
<td>9X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Adventure Travel</td>
<td>9X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>All-Inclusives</td>
<td>24X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Airline/Consolidators</td>
<td>2X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Car Rentals</td>
<td>12X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cruise</td>
<td>24X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Family Travel</td>
<td>10X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Groups</td>
<td>6X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>LGBT Travel</td>
<td>2X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Luxury Travel</td>
<td>24X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rail Travel</td>
<td>6X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Religious Travel</td>
<td>2X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Romance Travel</td>
<td>2X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hotels/Resorts</td>
<td>24x</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>River Cruise</td>
<td>24X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ski</td>
<td>4X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Spa &amp; Wellness Travel</td>
<td>4X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tours</td>
<td>24X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
# AGENTatHOME - Editorial Calendar

<table>
<thead>
<tr>
<th>DESTINATION</th>
<th>FREQ</th>
<th>JAN</th>
<th>JAN 15</th>
<th>FEB</th>
<th>FEB 15</th>
<th>MAR</th>
<th>MAR 15</th>
<th>APR</th>
<th>APR 15</th>
<th>MAY</th>
<th>MAY 15</th>
<th>JUN</th>
<th>JUN 15</th>
</tr>
</thead>
<tbody>
<tr>
<td>COVER STORY</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Africa</td>
<td>2X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Asia/South Pacific</td>
<td>4X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bermuda</td>
<td>2X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>California</td>
<td>8X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Caribbean</td>
<td>24X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Central America</td>
<td>4X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Colorado</td>
<td>2X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Europe</td>
<td>6X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Florida</td>
<td>8X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hawaii</td>
<td>6X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Israel</td>
<td>2X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jamaica</td>
<td>8X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Las Vegas</td>
<td>12X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mexico</td>
<td>24X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>New Orleans</td>
<td>4X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>New York</td>
<td>4X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>South America</td>
<td>4X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Marketplace</td>
<td>24X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Special Sections
# AGENTatHOME - Editorial Calendar

<table>
<thead>
<tr>
<th>DESTINATION</th>
<th>JUL</th>
<th>JUL 15</th>
<th>AUG 1</th>
<th>AUG 15</th>
<th>SEP 1</th>
<th>SEP 15</th>
<th>OCT 1</th>
<th>OCT 15</th>
<th>NOV 1</th>
<th>NOV 15</th>
<th>DEC 1</th>
<th>DEC 15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Africa</td>
<td>2X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Alaska</td>
<td>4X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Asia/South Pacific</td>
<td>4X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bermuda</td>
<td>2X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>California</td>
<td>8X</td>
<td>●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Caribbean</td>
<td>24X</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Central America</td>
<td>4X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Colorado</td>
<td>2X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Europe</td>
<td>6X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>●</td>
<td>●</td>
<td>●</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Florida</td>
<td>8X</td>
<td></td>
<td>●</td>
<td></td>
<td></td>
<td></td>
<td>●</td>
<td></td>
<td>●</td>
<td>●</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hawaii</td>
<td>6X</td>
<td></td>
<td></td>
<td>●</td>
<td></td>
<td>●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Israel</td>
<td>2X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jamaica</td>
<td>8X</td>
<td></td>
<td></td>
<td>●</td>
<td></td>
<td>●</td>
<td></td>
<td>●</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Las Vegas</td>
<td>12X</td>
<td>●</td>
<td></td>
<td>●</td>
<td></td>
<td>●</td>
<td></td>
<td>●</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mexico</td>
<td>24X</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>New Orleans</td>
<td>4X</td>
<td></td>
<td></td>
<td>●</td>
<td></td>
<td>●</td>
<td></td>
<td>●</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>New York</td>
<td>4X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>●</td>
<td></td>
<td>●</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>South America</td>
<td>4X</td>
<td>●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>●</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Marketplace</td>
<td>24X</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>ISSUE</td>
<td>COVERAGE</td>
<td>DUE DATES</td>
<td>SPECIAL GUIDES</td>
<td>GUIDE DEADLINES</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>--------</td>
<td>---------------------------------------------------------------------------</td>
<td>------------------------------------</td>
<td>----------------</td>
<td>----------------</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>JAN 1</td>
<td>WAVE SEASON: What proactive steps should agents take to make the most out of this most popular time of year for consumers to book cruises?</td>
<td>AD CLOSE: Nov 26, 2019&lt;br&gt;MATERIALS DUE: Dec 03, 2019</td>
<td>River Cruises, Alaska, Australia, Caribbean, South Pacific</td>
<td>AD CLOSE: Nov 26, 2019&lt;br&gt;MATERIALS DUE: Dec 03, 2019</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>JAN 15</td>
<td>LUXURY LESSONS: How to kick-start your luxury leisure sales in the new year.</td>
<td>AD CLOSE: Dec 10, 2019&lt;br&gt;MATERIALS DUE: Dec 17, 2019</td>
<td>Australia, Visit Florida Coop</td>
<td>AD CLOSE: Dec 10, 2019&lt;br&gt;MATERIALS DUE: Dec 17, 2019</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FEB 1</td>
<td>ROMANCE TRAVEL: A look at the latest non-traditional wedding/romance travel</td>
<td>AD CLOSE: Dec 31, 2019&lt;br&gt;MATERIALS DUE: Jan 07, 2020</td>
<td>The Travvy Awards, Alaska, California, Canada, Las Vegas</td>
<td>AD CLOSE: Dec 31, 2019&lt;br&gt;MATERIALS DUE: Jan 07, 2020</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FEB 15</td>
<td>SELLING THE U.S.A.: What are the newest leisure products in the U.S. and how agents can sell more as more travelers want to stay closer to home?</td>
<td>AD CLOSE: Jan 14, 2020&lt;br&gt;MATERIALS DUE: Jan 21, 2020</td>
<td>The Travvy Awards, Alaska, California, Canada, Las Vegas</td>
<td>AD CLOSE: Jan 14, 2020&lt;br&gt;MATERIALS DUE: Jan 21, 2020</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MAR 15</td>
<td>CULINARY TRAVEL: Everyone’s a foodie today, and here’s how you can capitalize on this trend and take advantage of special food-and-wine-focused activities.</td>
<td>AD CLOSE: Feb 18, 2020&lt;br&gt;MATERIALS DUE: Feb 25, 2020</td>
<td>The Travvy Awards, Alaska, California, Canada, Las Vegas</td>
<td>AD CLOSE: Feb 18, 2020&lt;br&gt;MATERIALS DUE: Feb 25, 2020</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>APR 15</td>
<td>HOW TO SELL UP TO LUXURY: Ways travel agents can recommend certain clients move up from premium to luxury to ensure clients get the best vacation experience possible.</td>
<td>AD CLOSE: Mar 17, 2020&lt;br&gt;MATERIALS DUE: Mar 24, 2020</td>
<td>California</td>
<td>AD CLOSE: Mar 17, 2020&lt;br&gt;MATERIALS DUE: Mar 24, 2020</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MAY 1</td>
<td>THE COMPLETE GUIDE TO TRAVEL AGENT TRAINING: An overview of TAA programs and separate story on how agents should make the most of online and in-person training.</td>
<td>AD CLOSE: Mar 31, 2020&lt;br&gt;MATERIALS DUE: Apr 07, 2020</td>
<td>California</td>
<td>AD CLOSE: Mar 31, 2020&lt;br&gt;MATERIALS DUE: Apr 07, 2020</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MAY 15</td>
<td>MILLENNIAL TRAVEL ... AND GEN. Z: The focus has been on Millennials, so we look at this lucrative segment but also the following Generation Z</td>
<td>AD CLOSE: Apr 21, 2020&lt;br&gt;MATERIALS DUE: Apr 28, 2020</td>
<td>California</td>
<td>AD CLOSE: Apr 21, 2020&lt;br&gt;MATERIALS DUE: Apr 28, 2020</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>JUN 1</td>
<td>SELLING GROUPS: Building groups is the surefire way to boost profits in your at-home travel business. Here are the steps to take to find your own Pied Piper and build a group.</td>
<td>AD CLOSE: May 05, 2020&lt;br&gt;MATERIALS DUE: May 12, 2020</td>
<td>All-Inclusives, China, Las Vegas, Mexico</td>
<td>AD CLOSE: May 05, 2020&lt;br&gt;MATERIALS DUE: May 12, 2020</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>JUN 15</td>
<td>FINDING FAMILIES: Families are traveling more than ever. How can you connect with parents and get them to see the value in using a professional travel advisor?</td>
<td>AD CLOSE: May 19, 2020&lt;br&gt;MATERIALS DUE: May 26, 2020</td>
<td>All-Inclusives, China, Las Vegas, Mexico</td>
<td>AD CLOSE: May 19, 2020&lt;br&gt;MATERIALS DUE: May 26, 2020</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ISSUE</td>
<td>COVERAGE</td>
<td>DUE DATES</td>
<td>SPECIAL GUIDES</td>
<td>GUIDE DEADLINES</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>------------</td>
<td>---------------------------------------------------------------------------</td>
<td>--------------------------------</td>
<td>-----------------------------------------------------</td>
<td>-----------------</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| JUL 1      | **UP FOR ADVENTURE:** Today’s travelers are seeking unique experiences. What are the newest trends in the adventure segment and how to use them to help boost business. | AD CLOSE: JUN 02, 2020
MATERIALS DUE: JUN 09, 2020 |
| JUL 15     | **TALKING TOURS:** The escorted tour market continues to grow. What kind of client goes on escorted tours today and why? | AD CLOSE: JUN 16, 2020
MATERIALS DUE: JUN 23, 2020 |  | AD CLOSE: JUN 02, 2020
MATERIALS DUE: JUN 09, 2020 |
| AUG 1      | **VOTING FOR VILLAS:** More families and groups are choosing to stay in large villas for vacation. How can agents work with companies and find the right property for their clients? | AD CLOSE: JUN 30, 2020
MATERIALS DUE: JUN 23, 2020 |
| AUG 15     | **PREPPING THE PACKAGES:** Vacation packagers do more than just provide air and a hotel room. How to work with these companies to make the most of your clients’ vacations. | AD CLOSE: JUL 14, 2020
MATERIALS DUE: JUL 21, 2020 |  | AD CLOSE: JUN 30, 2020
MATERIALS DUE: JUN 23, 2020 |
| SEP 1      | **ANNUAL HOME-BASED SURVEY:** The state of the at-home travel professional in 2020-21. | AD CLOSE: JUL 28, 2020
MATERIALS DUE: AUG 04, 2020 |
| SEP 15     | **FAMILY HOLIDAY TRAVEL:** It’s never too early to book holiday travel. What are some of the interesting new holiday offerings for families this year? | AD CLOSE: AUG 11, 2020
MATERIALS DUE: AUG 18, 2020 |  | AD CLOSE: JUL 28, 2020
MATERIALS DUE: AUG 04, 2020 |
| OCT 1      | **THE BEGINNING OF THE WAVE?** What steps should agents take now to get a head-start on 2021 sales and boost resort and tour/package sales as well as cruise? | AD CLOSE: AUG 25, 2020
MATERIALS DUE: SEP 01, 2020 | Little Black Book, Alaska, Australia, Cuba, South Pacific, Riviera Maya Desk Reference | AD CLOSE: AUG 25, 2020
MATERIALS DUE: SEP 01, 2020 |
| OCT 15     | **THE EXPANDING LUXURY MARKET:** We look at the newest luxury products in the cruise, resort and tour segments. | AD CLOSE: SEP 08, 2020
MATERIALS DUE: SEP 15, 2020 |  | AD CLOSE: AUG 25, 2020
MATERIALS DUE: SEP 01, 2020 |
| NOV 1      | **RETIRED TRAVEL:** Today, people want to travel when they’re no longer working full-time. How do you tap into this market and learn about the products most suited to retirees? | AD CLOSE: SEP 22, 2020
MATERIALS DUE: SEP 29, 2020 | Australia, California, Caribbean, Europe | AD CLOSE: SEP 22, 2020
MATERIALS DUE: SEP 29, 2020 |
| NOV 15     | **CARIBBEAN/MEXICO FORECAST:** What’s new in these popular winter destinations and are there any issues agents should be aware of? A look at new ships, resorts and tours. | AD CLOSE: OCT 06, 2020
MATERIALS DUE: OCT 13, 2020 |  | AD CLOSE: SEP 22, 2020
MATERIALS DUE: SEP 29, 2020 |
| DEC 1      | **RESOLUTIONS FOR 2021:** Travel agents share their business resolutions for the New Year, while industry executives tell us what they think agents’ resolutions should be. | AD CLOSE: OCT 20, 2020
MATERIALS DUE: OCT 27, 2020 |
| DEC 15     | **FORECAST FOR 2021:** What’s in store for 2021? We talk to experts about sales trends, popular new features in the industry, and how world events can impact the year. | AD CLOSE: NOV 03, 2020
MATERIALS DUE: NOV 10, 2020 |  | AD CLOSE: OCT 20, 2020
MATERIALS DUE: OCT 27, 2020 |
## Annual Reports, Guides, and Specialty Travel
Published and Distributed in AGENTatHOME Magazine

<table>
<thead>
<tr>
<th>FREQ</th>
<th>JAN</th>
<th>FEB</th>
<th>MAR</th>
<th>APR</th>
<th>MAY</th>
<th>JUN</th>
<th>JUL</th>
<th>AUG</th>
<th>SEP</th>
<th>OCT</th>
<th>NOV</th>
<th>DEC</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>INDUSTRY FOCUSED</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>THE TRAVVY AWARDS</td>
<td>1X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>THE GUIDE TO SELLING GROUPS &amp; FAMILY TRAVEL</td>
<td>1X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>THE LUXURY REPORT</td>
<td>1X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>OFFICIAL DESTINATION WEDDINGS &amp; HONEYMOONS DIRECTORY</td>
<td>1X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>LITTLE BLACK BOOK</td>
<td>1X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DEFINITIVE GUIDE TO OCEAN &amp; RIVER CRUISING</td>
<td>1X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Issue dates based on mailing date. All guides will be mailed in the second issue of each month. Ad close and material due dates for these annual directories are TWO MONTHS prior to published due dates.*
## 2020 Advertising Rate Card

### AGENTatHOME RATE CARD

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>9X</th>
<th>12X</th>
</tr>
</thead>
<tbody>
<tr>
<td>SPREAD</td>
<td>$30,223</td>
<td>$27,141</td>
<td>$26,139</td>
<td>$24,311</td>
<td>$22,586</td>
</tr>
<tr>
<td>FULL PAGE</td>
<td>$15,112</td>
<td>$14,060</td>
<td>$13,069</td>
<td>$12,154</td>
<td>$11,305</td>
</tr>
<tr>
<td>1/2 PAGE</td>
<td>$9,219</td>
<td>$8,573</td>
<td>$7,975</td>
<td>$7,120</td>
<td>$6,899</td>
</tr>
<tr>
<td>1/3 PAGE</td>
<td>$7,096</td>
<td>$6,600</td>
<td>$6,141</td>
<td>$5,710</td>
<td>$5,309</td>
</tr>
<tr>
<td>1/4 PAGE</td>
<td>$6,196</td>
<td>$5,149</td>
<td>$4,788</td>
<td>$4,453</td>
<td>$4,143</td>
</tr>
</tbody>
</table>

### AGENTatHOME MARKETPLACE RATE CARD

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>9X</th>
<th>12X</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/4 PAGE</td>
<td>$2,042</td>
<td>$1,838</td>
<td>$1,736</td>
<td>$1,685</td>
<td>$1,587</td>
</tr>
<tr>
<td>1/8 PAGE</td>
<td>$1,225</td>
<td>$1,106</td>
<td>$1,043</td>
<td>$1,010</td>
<td>$948</td>
</tr>
</tbody>
</table>
## Print Close and Materials Due

### AGENTatHOME Magazine

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>AD CLOSE</th>
<th>MATERIALS DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANUARY I</td>
<td>11/26/19</td>
<td>12/03/19</td>
</tr>
<tr>
<td>JANUARY 15</td>
<td>12/10/19</td>
<td>12/17/19</td>
</tr>
<tr>
<td>FEBRUARY I</td>
<td>12/31/19</td>
<td>01/07/20</td>
</tr>
<tr>
<td>FEBRUARY 15</td>
<td>01/14/20</td>
<td>01/21/20</td>
</tr>
<tr>
<td>MARCH I</td>
<td>01/28/20</td>
<td>02/04/20</td>
</tr>
<tr>
<td>MARCH 15</td>
<td>02/18/20</td>
<td>02/25/20</td>
</tr>
<tr>
<td>APRIL I</td>
<td>03/03/20</td>
<td>03/10/20</td>
</tr>
<tr>
<td>APRIL 15</td>
<td>03/17/20</td>
<td>03/24/20</td>
</tr>
<tr>
<td>MAY I</td>
<td>03/31/20</td>
<td>04/07/20</td>
</tr>
<tr>
<td>MAY 15</td>
<td>04/21/20</td>
<td>04/28/20</td>
</tr>
<tr>
<td>JUNE I</td>
<td>05/05/20</td>
<td>05/12/20</td>
</tr>
<tr>
<td>JUNE 15</td>
<td>05/19/20</td>
<td>05/26/20</td>
</tr>
<tr>
<td>JULY I</td>
<td>06/02/20</td>
<td>06/09/20</td>
</tr>
<tr>
<td>JULY 15</td>
<td>06/16/20</td>
<td>06/23/20</td>
</tr>
<tr>
<td>AUGUST I</td>
<td>06/30/20</td>
<td>07/07/20</td>
</tr>
<tr>
<td>AUGUST 15</td>
<td>07/14/20</td>
<td>07/21/20</td>
</tr>
<tr>
<td>SEPTEMBER I</td>
<td>07/28/20</td>
<td>08/04/20</td>
</tr>
<tr>
<td>SEPTEMBER 15</td>
<td>08/11/20</td>
<td>08/18/20</td>
</tr>
<tr>
<td>OCTOBER I</td>
<td>08/25/20</td>
<td>09/01/20</td>
</tr>
<tr>
<td>OCTOBER 15</td>
<td>09/08/20</td>
<td>09/15/20</td>
</tr>
<tr>
<td>NOVEMBER I</td>
<td>09/22/20</td>
<td>09/29/20</td>
</tr>
<tr>
<td>NOVEMBER 15</td>
<td>10/06/20</td>
<td>10/13/20</td>
</tr>
<tr>
<td>DECEMBER I</td>
<td>10/20/20</td>
<td>10/27/20</td>
</tr>
<tr>
<td>DECEMBER 15</td>
<td>11/03/20</td>
<td>11/10/20</td>
</tr>
<tr>
<td>JANUARY I</td>
<td>11/17/20</td>
<td>11/24/20</td>
</tr>
<tr>
<td>JANUARY 15</td>
<td>12/01/20</td>
<td>12/08/20</td>
</tr>
</tbody>
</table>

### GUIDES/SUPPLEMENTS

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>AD CLOSE</th>
<th>MATERIALS DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANUARY 15</td>
<td>11/26/19</td>
<td>12/03/19</td>
</tr>
<tr>
<td>FEBRUARY 15</td>
<td>12/31/19</td>
<td>01/07/20</td>
</tr>
<tr>
<td>MARCH 15</td>
<td>01/28/20</td>
<td>02/04/20</td>
</tr>
<tr>
<td>APRIL 15</td>
<td>03/03/20</td>
<td>03/10/20</td>
</tr>
<tr>
<td>MAY 15</td>
<td>03/31/20</td>
<td>04/07/20</td>
</tr>
<tr>
<td>JUNE 15</td>
<td>05/05/20</td>
<td>05/12/20</td>
</tr>
<tr>
<td>JULY 15</td>
<td>06/02/20</td>
<td>06/09/20</td>
</tr>
<tr>
<td>AUGUST 15</td>
<td>06/30/20</td>
<td>07/07/20</td>
</tr>
<tr>
<td>SEPTEMBER 15</td>
<td>07/28/20</td>
<td>08/04/20</td>
</tr>
<tr>
<td>OCTOBER 15</td>
<td>08/25/20</td>
<td>09/01/20</td>
</tr>
<tr>
<td>NOVEMBER 15</td>
<td>09/22/20</td>
<td>09/29/20</td>
</tr>
<tr>
<td>DECEMBER 15</td>
<td>10/06/20</td>
<td>10/13/20</td>
</tr>
<tr>
<td>JANUARY 15</td>
<td>11/17/20</td>
<td>11/24/20</td>
</tr>
</tbody>
</table>

All monthly guides will be mailed with the second issue of the month.
Print Media Requirements

Saving and Submitting Your Ads

MATERIALS DUE: Artwork must be submitted according to the schedule in the editorial calendars. Limited extensions are available and may be granted by our production department upon request. Cover wrap art must be submitted at least two days in advance of the posted due dates.

ACCEPTABLE FILE FORMAT: Ads must be submitted as a PDF/x-1a (Acrobat 4, v1.3) file formatted for CMYK 4 color process. Native files will not be accepted and AA services are not offered. PDF preset/job options files are available for download on our advertising portal (ADS.TRAVALLIANCEMEDIA.COM). The PDF preset files may be used to export your PDFs to spec with Adobe products such as InDesign, Illustrator, Photoshop and Acrobat. Quark users may save their ads as a postscript file (from the print menu) and then use Adobe Distiller with the job options file to create a PDF. When preparing files, please make sure all crop marks and color bars are offset by 18pt.

SENDING FILES: All PDFs must be uploaded to travAlliancemedia’s advertising portal: ADS.TRAVALLIANCEMEDIA.COM. In the interest of the environment, we no longer accept materials on CD. For preflight testing purposes, all print ads MUST be uploaded to the ads portal by its supplier. This is to ensure all specifications have been met for our printer. Should you have technical difficulties uploading to the website, please contact PRODUCTION@TRAVALLIANCE.COM or call 856.505.1407 and we will assist you. You will be required to register for access, and your account will maintain all ads you have submitted for publication in AGENTatHOME for 90 days. Revisions and pickups should be processed through the website.

PROOFING: Information on proof submission may be found on ADS.TRAVALLIANCEMEDIA.COM. Upon upload of your PDF to the ad portal, you will receive a preflight report and low-res proof of your ad. During the upload process, you may elect to waive a proof or submit a SWOP-certified proof directly to our printer, Fry Communications. Only a SWOP-certified proof can be used to guarantee the accuracy of the reproduction; without it, make-goods will not be offered. For more information about a SWOP-certified proof, go to WWW.SWOP.ORG/CERTIFICATION/CERTMFG.ASP.

CUSTOM SERVICES: For information about our custom services, please contact SALES@TRAVALLIANCE.COM
Mechanical Specifications

Please adhere to the following specifications to ensure the best representation of your artwork. AGENTatHOME is a saddle-bound publication, printed on 50# coated text with a 100# coated text cover that is UV coated. The trim size for both publications is 8.375” x 10.875” (21.2725cm x 27.6225cm) with a bleed size of 8.625” x 11.125” (21.9075cm x 28.5750cm). Live copy refers to any critical type or image.

**COVER WRAP - AGENTatHOME**
Live Area: 7.625” x 10.125”
Trim: 8.375” x 10.875”
Bleed: 8.625” x 11.125”

**CW 1:** Top 2” must remain dead space for a masthead we provide. White/solid colors are not required, but it must not contain any distracting images. White block (4” x 1.75”) for address imprint, positioned .25” from left or right and bottom trim.

**FULL PAGE**
Live Area: 7.625” x 10.125”
Trim: 8.375” x 10.875”
Bleed: 8.625” x 11.125”

**HALF PAGE HORIZONTAL**
Non-bleed: 7.625” x 5”

**HALF PAGE VERTICAL**
Non-bleed: 3.75” x 10.125”

**1/3 PAGE VERTICAL**
Non-bleed: 2.75” x 10.125”

**1/4 PAGE VERTICAL**
Non-bleed: 3.75” x 5”

**FULL PAGE SPREAD**
Live Area: 16” x 10.125”
Trim: 8.375” x 10.875”
Bleed: 17” x 11.125”

ALLOW .25” GUTTER ON EACH SIDE FOR SAFETY

**HALF PAGE SPREAD**
Live Area: 16” x 5”
Trim: 8.375” x 5.375”
Bleed: 17” x 5.5”

ALLOW .25” GUTTER ON EACH SIDE FOR SAFETY

**1/3 PAGE HORIZONTAL**
Non-bleed: 7.625” x 3.25”

**1/4 PAGE HORIZONTAL**
Non-bleed: 7.625” x 2.375”

**1/8 PAGE**
Non-bleed: 3.75” x 2.375”

*All supplement ad specifications are the same as those listed here. Marketplace Column inch ads are available (3.75” wide). Maximum 80 words per inch.*
TravelPulse.com
Digital Advertising Specifications

**LEAD TIME:** All standard graphics and text submissions should be submitted 3 (three) business days prior to the campaign launch date. All finished art work supplied must be tested and function properly on the most recent versions of PC/Macintosh browsers such as: Internet Explorer 5 and above, Safari and Firefox.

**FORMAT:** RGB format, saved in JPG or GIF format (256 Colors). Graphics may be used on many different colored backgrounds, so don’t create transparent backgrounds. All images should be bordered so as not to bleed into the background. Images should be optimized to the lowest possible bit depth using Adobe Photoshop or similar program. For optimal display, we recommend using the browser-safe color palette. The use of fewer colors results in the sharpest and most efficient ads.

**ANIMATION (FOR TRAVelpulse.com):** Banner ads may be static or contain animation. All ads may loop the creative a maximum of three (3) times.

**TRAVelpulse TV:** Please provide DVD or QuickTime (MOV, MP4) file with H264 compression or uncompressed (1080 or 720).

**POSTING OF TRAVEL AGENT AND CONSUMER PROMOTIONS/OFFER SPECIFICATIONS:**

- PDF or HTML file should not exceed 650 pixels wide (no requirement for length). Optimal width is 550-600px.
- You must provide an HTML file in addition to images in order for us to host images on our server.
- Please indicate if materials are agent-friendly or consumer-friendly.
- Please include “From Name” and “Subject” line (max 45 characters).

**FILE SIZE:** Ads may not exceed 200KB in size. Final graphics must be supplied with their correct labeling with the appropriate suffix to denote format; e.g., a GIF banner called my_advertisement must be labeled my_advertisement.gif.

**MICROSITE (ONLY AVAILABLE FOR PREFERRED PARTNERS WITH A TRAVelpulse CONTENT MARKETING PROGRAM):** Written for your company by our staff. Includes company overview, contact information and links to your site.

**HYPERLINKING:** We can link banner ads to the advertiser’s site. To allow us to link to their sites, advertisers should specify a URL such as the following: http://www.travelpulse.com.

Please ensure URLs are correct before sending (this also includes redirects for third-party serving). All links and redirects should allow the viewer to click back to the original site. Any tags found to not adhere to this will not be placed on the TravelPulse website.

**NICHE NEWSLETTERS:**

- One (1) 728x90 display banner
- Two (2) 300x250 banner
- One (1) supplied video
- Existing short brand videos
  MOV or MP4; 3-5 mins in length
  Include a short title for each video (50 characters or less)
  Include a description for the video (25 words)

**NOTE:** We cannot accept YouTube links.

- One (1) offer or promotion (see TravelPulse Content Strategy Specifications for information)
TravelPulse.com
Content Strategy Specifications

Branding

**PREPARATION:**
» Your logo on a transparent or white background. JPG, PNG or vector formats. JPG, GIF, SWF, HTML, Javascript ≤30KB
» One (1) Twitter handle for your company

Images

**PREPARATION:**
» Access to an image library or send images via your online gallery, email, disk or Dropbox. Images must be at ≥ 800px wide (landscape preferred).
» Include captions and copyright info
» **NOTE:** We cannot use stock photography licensed to your company.

Editorial

**PREPARATION:**
» Reader friendly story ideas

Brochures

**PREPARATION:**
» Downloadable brochures or e-brochures (PDFs must be under 15 MB)
» Include a short title (50 characters or less)

Press Releases

**PREPARATION:**
» Press releases no older than 2 weeks. Text should be double spaced and left justified. Use line breaks only at the end of paragraphs.
» DOC, DOCX, PDF
» **NOTE:** All Press releases will be stripped of links.

Video

**PREPARATION:**
» Existing short brand videos MOV or MP4; 3-5 mins in length
» Include a short title for each video (50 characters or less)
» Include a description for the video (25 words)
» **NOTE:** We cannot accept YouTube links.

Video Interviews

**PREPARATION:**
» To schedule filming
» Your preference of remote Skype interviews or on location interviews

Blogs

**PREPARATION:**
» Author name + bio 100-150 words
» Author headshot. ≥200x180px JPG or PNG
» Author social media links
» Blog name: 50 characters or less
» Blog banner: 630x250px JPG or PNG.
» Blog posts between 300-500 words DOC or PDF
» **NOTE:** Maximum of 3 images per blog post may be included. No re-purposed blogs. Must be original content. Blogging services available at additional cost.

Offers

**PREPARATION:**
» Offers and promotions from your website or individual offers
» DOC, DOCX, PDF, HTML or URL
» Include a short title for each offer (50 characters or less)
» Offer redemption/booking URL must be included with each offer.
<table>
<thead>
<tr>
<th>Month</th>
<th>Focus</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>Wave Season</td>
</tr>
<tr>
<td>February</td>
<td>Romance Travel / Late Winter Travel</td>
</tr>
<tr>
<td>March</td>
<td>Spring Travel Preparations</td>
</tr>
<tr>
<td>April</td>
<td>Spring Break Travel</td>
</tr>
<tr>
<td>May</td>
<td>Preparing for Summer Travel</td>
</tr>
<tr>
<td>June</td>
<td>Summer Vacations</td>
</tr>
<tr>
<td>July</td>
<td>Summer Vacations</td>
</tr>
<tr>
<td>August</td>
<td>End of Summer Getaways</td>
</tr>
<tr>
<td>September</td>
<td>Fall Travel / Preparing for Winter Travel and Holiday Travel</td>
</tr>
<tr>
<td>October</td>
<td></td>
</tr>
<tr>
<td>November</td>
<td>Holiday and Winter Travel</td>
</tr>
<tr>
<td>December</td>
<td>Preparing for the New Year / Winter Travel / Relevant Holiday Travel News</td>
</tr>
</tbody>
</table>
Email Marketing
Design Tips & Specifications

FROM: Your brand name should be within the from field (i.e. from Carnival Cruise Lines, Marriott, etc).

SUBJECT LINE: First impressions are everything. It’s the difference between an open and a delete. Limit your subject line to 35 characters or less. Do not use all caps or excessive punctuation marks. Subject lines that include a company name or brand have a higher open rate.

CONTENT: Your message will either get the click-throughs or it won’t. Use these tips to make sure you get your messaging across.

TEXT:
» Ideal font size for body copy is 14 pixels.

TECHNICAL:
» Email file sizes should be between 40-50K, creative no wider than 600 pixels.

LAYOUT:
» The ideal email width is 600 pixels.

FOOTER:
» Include company’s website and contact information
» Make it shareable — include social media sharing links or forward to a friend option to maximize reach.

FORMATTING:
» Stylesheets are strongly discouraged.
» Use standard HTML; do not use JavaScript.

IMAGES:
» When using images be sure to provide alt-text.

BANNER ADVERTISING BEST PRACTICES:
» Clear and concise messaging
» Include Promotions/Offers if you have them.
» Experiment with colors.
» Balance text with images.
» Visible brand name and URL.

AVOID:
» Using the word FREE, excessive punctuation or odd characters that might trigger a spam in your subject line.
» Do not use image only emails — text to image ratio.
» Do not use Flash.
Digital Events
Required Expo Materials

**BOOTH NAME:** Will be displayed in the event’s exhibition hall.

**BOOTH ACCENT COLOR:** Please specify your color i.e. “Same color as my logo” or provide an RGB hex code.

**ABOUT US:** One brief paragraph (less than 200 words).

**LOGO:**
- One (1) high resolution logo
- Accepted formats: JPG, EPS, TIFF, PSD, AI

**RESOURCES:**
- Up to ten (10) PDF brochures, flyers, or links
- 10 MB limit per file

**VIDEOS*:**
- Up to three (3) videos
- 5 minute limit per video
- Accepted formats: .avi, .mov, .mp4, .wmv

**BOOTH REPRESENTATIVES:** Up to six (6) representatives (must have 1 rep present at all times)

Optional Expo Materials

**PRIZE GIVEAWAYS:**
- No limit on prize offerings
- Terms and Conditions
- Total Estimated Cash Value of prize

**SOCIAL MEDIA LINKS:** Links for Facebook, Twitter, or LinkedIn

Material Upload/Delivery

- Use dropbox, wetransfer.com, hightail.com or your file sending site of choice.
- Don’t forget to send the filled out form attached in the original email.
- Send to DIGITALMEDIA@TRAVALLANCE.COM

**PLEASE ADVISE WHEN MATERIALS ARE SENT TO RECEIVE CONFIRMATION OF RECEIPT!**

DIGITAL@TRAVALLANCE.COM
TravelPulse Webinars
Required Materials

Custom Webinar

**WEBINAR TITLE:** Up to 90 characters

**POWERPOINT PRESENTATION:**
» 20-25 slides recommended
» 20-25 minutes of speaking time
» No animations, transitions, embedded video and audio. VIDEOS MUST BE SENT SEPARATELY.

**SPEAKER INFORMATION:**
» Speaker name, title, company, and brief bio (200 words max)
» Speaker headshot

**OPTIONAL WEBINAR MATERIALS**

**VIDEO:**
» 1 video
» 3 minute limit
» Accepted formats: QuickTime, MP4, MOV at H264 compression or higher

**POLL QUESTIONS (TO BE ASKED DURING LIVE WEBINAR):**
» Up to 2 questions (multiple choice, multiple answer)
» Up to 6 answer options per question