### Digital Solutions
- TravelPulse.com
- TravelPulse.com Content Strategy
- Advertising on TravelPulse.com
- 1-2-1 Email Marketing
- TravelPulse Dashboard
- TravelPulse Social Media Packages
- Video Production and Distribution

### Home Based Agent Solutions
- AGENTatHOME
- AGENTatHOME Magazine
- AGENTatHOME.com and Digital Opportunities
- AGENTatHOME Community

### Training & Rewards
- Travel Agent Academy
- Travel Agent Academy Affiliate Program

### Events
- Digital Events
- Our Events
- Custom Events
- TravelPulse.com Webinars
- Millennial Travel Forum

### Specifications
- 2019 Advertising Rate Card
- Print Close and Materials Due Dates
- Print Media Requirements
- Mechanical Specifications
- Editorial Calendar
- Quarterly-at-a-Glance
- Annual Reports, Guides, and Specialty Travel
- TravelPulse Digital Advertising Specs
- TravelPulse Content Strategy Specs
- TravelPulse Monthly Focus
- Email Marketing
- Digital Events Required Expo Materials
- TravelPulse.com Webinars Required Materials
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

HOME BASED AGENT SOLUTIONS
70% of travel agents today are home based

TRAINING & REWARDS
Certification, sales development, and rewards

EVENTS
Digital and in-person expos, and custom events
DIGITAL SOLUTIONS
REACHING TRAVEL AGENTS AND TRAVELERS WITH MEASURABLE RESULTS.
WHERE TRAVEL AGENTS AND THE TRAVEL INDUSTRY TURN FOR NEWS

With more than 93,000 travel agent subscribers, TravelPulse reaches almost 90% of all U.S. based travel agents.

REACHING TRAVEL AGENTS

500,000
Average Monthly Visitors (2018 Average)

93,000
Travel Agent Subscribers (TravelPulse Newsletter)
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.

6.4 MILLION TRAVELERS REACHED VIA MSN IN 2018

(YEAR-TO-DATE: 7/31/18)
TRAVELPULSE TAKES A CONTENT MARKETING APPROACH TO TELLING YOUR STORY VIA MULTIPLE TOUCH POINTS.
CHOOSE A SET PROGRAM
OR LET US CREATE A CUSTOM PROGRAM DESIGNED TO YOUR NEEDS

<table>
<thead>
<tr>
<th>Feature</th>
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<td>Duration of program contracted</td>
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ADVERTISING ON TRAVELPULSE.COM
NEWSLETTERS | BANNERS | RICH MEDIA
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

Relay your message to THE MOST LOYAL TRAVELPULSEREADERS.

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

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.

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

CATEGORIES AVAILABLE

* Run of Site consists of a rotation of ads across all remnant inventory on TravelPulse

Cruise
Features & Advice
Travel Agent
Host Agency & Consortia
Tour Operator

Vacation Packages
LGBTQ
People
Magazine Articles
Business Travel

Airlines & Airports
Car Rental & Rail
Impacting Travel
Entertainment
Travel Technology

Hotels & Resorts
Destination & Tourism
Run of Site*
STANDARD IAB – CLASSIC AD UNITS

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.

**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.

**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.
HIGH IMPACT AND RISING STAR AD UNITS

Available for all takeovers.

Homepage Wallpaper

**SURROUNDS THE ENTIRE HOMEPAGE.**

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

Pushdown Expandable Banner

A 970X90 banner that opens up to 970X400 and pushes page content down, putting your message right in front.
HIGH IMPACT AND RISING STAR AD UNITS

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% (15 out of every 1000 people click to your site).

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.
RUN OF SITE OPTIONS

**970X250 BILLBOARD**: Dominate the page above the fold with the extra large billboard.

**PUSHDOWN**: a 970X90 banner that opens up to 970X400 and pushes page content down, putting your message right in front.

**300X600 HALF PAGE**: Dominate the right rail with extra visibility above the fold on desktop and mobile.

**300X1050 PORTRAIT**: Extra tall and provides plenty of real estate for rich media and interactive elements.

**RUN OF SITE STANDARD OPTION**: consists of 970x90, 728x90, 320x50, and 300x250 in remnant inventory across the site.
TRAVELPULSE GIVEAWAY POP-UP

» Estimated **150,000** impressions

» Pop-up and sticky bar for one month across TravelPulse.com

» Visitors enter contest by clicking button which will go to a custom landing page.

» Confirmation of entry emails will go to each opt-in user; co-branded with you and linking to your website.

» Winner will be chosen when the month is over.
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

» **93,000** subscribers
Align your brand’s messaging with the **TOP TRENDING ARTICLES AND OFFERS** of the week.

» 93,000 subscribers

» Features top (728X90) and right side (160X600) banners.
Our niche newsletters are delivered to agents who have opted-in to receive the latest news and offers for specific travel segments or destinations they sell most.

» Features top (728X90) and two (2) right side (300X250) banners.

» Featured Offer

NICHE NEWSLETTER LINEUP:

River Cruise Newsletter
Luxury Newsletter
Luxury Hotels & Resorts Newsletter
Luxury Cruise Newsletter
Visit Mexico University Newsletter
Hawaii Newsletter
AGENTatHOME Newsletter
Caribbean Newsletter
Las Vegas Newsletter
Europe Newsletter
Florida Newsletter
Royal Caribbean Buys Stake in Luxury Line Silversea

The acquisition gives RCCL a luxury brand and will fuel continued growth for Silversea. Read More.
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.

REPORTING MADE EASY: A detailed reporting schedule can be set to monitor and track the activity levels for specific components of your campaign.
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.

**OFFERS AND PROMOTIONS TRACKING**

**VIDEO VIEWS**

**TARGETED EMAILS**

AND MORE...
LET US CREATE A CONVERSATION AROUND YOUR BRAND OR DESTINATION
The TravelPulse brand and Mark Murphy’s travel expert influence play an active and growing role, with a combined audience size of over 200,000 actively-engaged travel agents, travel suppliers, and consumer travelers. These social users are active, engaged, and always looking to learn more about the brands and clients we work with.

Join us in a conversation that connects your brand with these new customers.

**LEVEL A – 4 WEEKS**

**20 UNIQUE SHARES ACROSS TRAVELPULSE SOCIAL MEDIA PLATFORMS**

Your posts are shared to Facebook, Twitter, and other networks (where applicable).

**4 CUSTOM VIDEOS**

Custom videos designed for social media and created exclusively for your brand or destination.

**1 LIVE TWITTER CHAT**

You choose the topic and we work with you to create questions to drive engagement and results.

Chat is actively promoted across all social media outlets in advance of live day.

A standalone email, delivered to TravelPulse subscribers, announcing the live Twitter chat.

**LEVEL B – 2 WEEKS**

**10 UNIQUE SHARES ON TRAVELPULSE SOCIAL MEDIA**

**2 CUSTOM VIDEOS**

**LEVEL C – 1 WEEK**

**5 UNIQUE SHARES ON TRAVELPULSE SOCIAL MEDIA**

**1 CUSTOM VIDEO**
VIDEO PRODUCTION AND DISTRIBUTION

HIRE US TO PRODUCE ORIGINAL CONTENT

You can hire any production company to create original content, but only travAlliancemedia can guarantee distribution to tens of thousands of travel agents, and millions of travelers.
LET US TELL YOUR STORY THROUGH VIDEO

WE HANDLE EVERYTHING, FROM CONCEPT TO FINISHED PRODUCT TO DISTRIBUTION

Concept Creation  
Script Writing  
On-Camera Talent Casting  
Voiceover Talent Casting  
Location Scouting

HD/4K Videography  
Multi-Camera Shoots  
Aerial Videography  
Full Lighting & Audio Setup  
Motion Graphics & 3D Sequence Creation

Video Editing  
DVD and Blu-Ray Creation & Duplication  
Distribution Across 7,500+ Travel Sites  
Social Media Uploads
HOME BASED AGENT SOLUTIONS

70% OF ALL TRAVEL AGENTS TODAY
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.COM

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 At Home Agents

TARGETED ADVERTISING Opportunities

PRINT & DIGITAL Distribution

BI-MONTHLY Distribution

32,027 SUBSCRIBERS (combined print and digital)*
DiGiTAL

AGENTatHOME.COM

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.

EXTEND YOUR MESSAGING IN PRINT TO OTHER MEDIA, INCLUDING:

VIDEO ASSETS:
product overviews, virtual FAMs, etc.

LIVE INTERACTIVE WEBINARS

ON DEMAND TRAINING SEMINARS
via video

LATEST MARKETING:
collateral and brochures

ADDITIONAL DIGITAL COMPONENTS

eNEWSLETTERS
Weekly eNewsletter featuring tips, advice, and insights

DIGITAL BANNER TAKEOVERS
BDMs and Directors can join the community.

**ENGAGE WITH AGENTS BASED ON:**
what they sell, where they are located, their client's interests, and more.

Create polls and gather data.

Shape your messaging with insights.
TRAINING & REWARDS

CERTIFICATION, SALES DEVELOPMENT, AND REWARDS
THE TRAINING PLATFORM FOR MORE THAN 100,000+ TRAVEL AGENTS EACH YEAR

5,000
AVERAGE NUMBER OF UNIQUE GRADUATES PER MONTH

100,000+
UNIQUE VISITORS FROM SEPTEMBER 1, 2017 - AUGUST 31, 2018

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.

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 AUTHORIZATION 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.

**NEW FOR 2019**

TRAVEL AGENT ACADEMY SUBSCRIPTION MODEL - PRICES STARTING AT $1,000 PER MONTH
MARKETING REACH

COURSE MARKETING TO RECRUIT, ENGAGE, AND CERTIFY THE RIGHT AGENTS

Travel Agent Academy leverages its comprehensive database of more than 96,000 agents, including detailed sales profile data to clearly address each learner’s business model and sales focus.

500,000
Average Monthly Visitors (2018 Average)

93,000
Travel Agent Subscribers (TravelPulse Newsletter)

100,000+
Unique Visitors From September 1, 2017 - August 31, 2018

INTEGRATED MARKETING
Across travAlliancemedia Brands: Email, TravelPulse, AGENTatHOME

NEW FOR 2019
ALL TRAVEL AGENT ACADEMY PROGRAMS WILL COME WITH A CUSTOM CRM SOLUTION.

DID YOU KNOW?
The Fives Downtown Hotel is right in the heart of Playa del Carmen’s hip “Quinta Avenida” so your clients can walk straight out of the hotel and into this eclectic locale and all of its funky bars, open air restaurants and bohemian artisans.

Learn about this and more at
TheFivesSpecialist.com
AFFILIATE PROGRAM

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 over 96,000 travel professionals looking to learn. Let us market, promote and drive agents to your education program.

AFFILIATE MARKETING COMPONENTS CAN INCLUDE:

- **FEATURED** on TravelAgentAcademy.com
- Inclusion in Travel Agent Academy NEWSLETTERS to our database of more than 96,000
- Targeted HTML RECRUITMENT EMAILS
- **BANNERS** on TravelPulse.com
- ROUND UP PRINT AD in AGENTatHOME
- FULL PAGE PRINT AD in AGENTatHOME
EVENTS

DIGITAL AND IN-PERSON EXPOS, AND CUSTOM EVENTS
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 the 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 focused on selling you. With this need eliminated, you save on costs and prospective audience members may be more likely to sign up as a result!
REACH THE 95% OF TRAVEL AGENTS WHO DON'T ATTEND PHYSICAL TRADE SHOWS
OUR 2019 EXPOS

weddings & honeymoons
FEBRUARY 6-7 | SEPTEMBER 18-19

AGENT HOME
Leisure, Destination & Cruise Expo
MARCH 20-21

The Luxury Expo
APRIL 24-25 | NOVEMBER 13-14

groups family travel
JUNE 12-13

LIVE EVENT RESULTS FROM THE LUXURY EXPO
JUNE 20-21, 2018

1,374
TOTAL UNIQUE VISITORS

2,119
TOTAL WEBINAR ATTENDEES

17,025
TOTAL RESOURCES VIEWED
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. Plus, 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**

**CLOSED CAPTIONING** and **MULTILINGUAL** audio tracks

**SINGLE-STREAM LAYOUT** for video and slides

**CHAT LIVE** with attendees

**SURVEYS, POLLS, Q&A** and **SOCIAL MEDIA** integration

Webinars can be accessed **ON-DEMAND** by agents for 12 months.
INTRODUCING

MILLENNIAL TRAVEL FORUM

We screen and invite 10-30 millennial travel agents to participate in a dynamic, on location, multi-day physical event in a specific destination.

We look for one destination sponsor and one primary supplier sponsor for each forum.
EACH MILLENNIAL TRAVEL FORUM INCLUDES THE FOLLOWING ELEMENTS:

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

» Agents in attendance 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.

» Ongoing social media sharing extends for two weeks following the forum’s conclusion.

**VIDEO ON LOCATION**

» Each participant will be filmed for “social media capsules” that can be pushed out across their channels, participating suppliers, the destination, and travAlliancemedia outlets.

» Insights and experiences will be captured as the participants are followed by a video crew during their experiences, creating authentic insights for marketing and more.

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

**MILLENNIAL SALES ENGAGEMENT SESSIONS**

» 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.

» White paper findings, analysis and conclusions are exclusive to the primary sponsors.

» Time can be set aside to allow for additional partners to have private, one on one meetings, with all participants while on location.

» Meetings can be scheduled to last 15-20 minutes each, depending on the number of suppliers and agents in attendance.

» Builds relationships and insights that go deeper and last longer than traditional sales calls or trade shows/events.

**MILLENNIAL INSIGHTS ROUNDTABLE DISCUSSIONS**
SPECIFICATIONS
## 2019 ADVERTISING RATE CARD

### AGENTatHOME RATE CARD

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### AGENTatHOME MARKETPLACE RATE CARD

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### Guides/Supplements

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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, v 1.3) 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 1.5”) 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 VERTICAL**
Non-bleed: 3.75” x 10.125”

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

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

**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 VERTICAL**
Non-bleed: 3.75” x 5”

**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.*

PRODUCTION@TRAVALLIANCE.COM | 856-505-1407
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* Special Sections
## AGENTatHOME - EDITORIAL CALENDAR

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<td>SELLING CRUISES IN WAVE SEASON: A how-to story with specific sales and marketing techniques that successful agents found actually work to sell more.</td>
<td>AD CLOSE: NOV 27, 2018 MATERIALS DUE: DEC 04, 2018</td>
<td>River Cruises, Alaska, Australia, Caribbean, South Pacific</td>
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<td>BLUEPRINT FOR SUCCESS: Interviews with five agents and suppliers on their strategies to boost business in the coming year.</td>
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<td>ROMANCE TRAVEL: As romance travel booms agents need to learn how to capitalize on this market, from traditional weddings to babymoons and proposal trips.</td>
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<td>FAMILY GETAWAYS: Some families choose theme parks and beaches while others want adventure. How to find and match families to the right summer vacation?</td>
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<td>SELLING GROUPS: Creating groups is the way for agents to really make money by working smarter, not harder.</td>
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<td>AGENTS’ PICKS: Top agent select their favorite resorts around the world and key selling points.</td>
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<td>All-Inclusives, China, Las Vegas, Mexico</td>
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Issues based on mailing date.
# ISSUE COVERAGE DUE DATES SPECIAL GUIDES GUIDE DEADLINES

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<td>VILLAS AROUND THE WORLD: Focus on companies that work with travel agents and pay commissions such as Villas of Distinction and Luxury Retreats.</td>
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<td>FORECAST FOR 2020: What the experts are forecasting for the next year as far as sales projections, and events impacting travel.</td>
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*Ad close and material due dates for these annual directories are TWO MONTHS prior to published due dates.
# ANNUAL REPORTS, GUIDES, AND SPECIALTY TRAVEL

**PUBLISHED AND DISTRIBUTED IN AGENTatHOME MAGAZINE**

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*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.*
|                          | FREQ | JAN | JAN | FEB | FEB | MAR | MAR | APR | APR | MAY | MAY | JUN | JUN | JUL | JUL | AUG | AUG | SEP | SEP | OCT | OCT | NOV | NOV | DEC | DEC |
|--------------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| **SPECIALTY**            |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
| All-Inclusives           | 1X   |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
| Family Travel            | 1X   |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
| River Cruises            | 2X   |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
| **DESTINATION FOCUSED**  |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
| Africa                   | 1X   |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
| Alaska                   | 3X   |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
| Arizona                  | 2X   |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
| Australia                | 4X   |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
| Bermuda                  | 1X   |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
| California               | 4X   |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
| Canada                   | 1X   |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
| Caribbean                | 3X   |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
| China                    | 1X   |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
| Cuba                     | 1X   |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
| Europe                   | 2X   |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
| Florida                  | 1X   |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
| Hawaii                   | 2X   |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
| Las Vegas                | 4X   |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
| Mexico                   | 2X   |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
| Pacific Asia             | 1X   |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
| South Pacific            | 2X   |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
| **DESK REFERENCES**      |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
| Cancun                   | 1X   |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
| Riviera Maya             | 1X   |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
**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

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.

BROCHURES

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

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

EDITORIAL

PREPARATION:
» Reader friendly story ideas

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 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.
TRAVELPULSE.COM
MONTHLY FOCUS

JANUARY
WAVE SEASON

FEBRUARY
ROMANCE TRAVEL /
LATE WINTER TRAVEL

MARCH
SPRING TRAVEL
PREPARATIONS

APRIL
SPRING BREAK TRAVEL

MAY
PREPARING FOR
SUMMER TRAVEL

JUNE
SUMMER VACATIONS

JULY
SUMMER VACATIONS

AUGUST
END OF
SUMMER GETAWAYS

SEPTEMBER
PREPARING FOR FALL

OCTOBER
FALL TRAVEL / PREPARING
FOR WINTER TRAVEL AND
HOLIDAY TRAVEL

NOVEMBER
HOLIDAY AND
WINTER TRAVEL

DECEMBER
PREPARING FOR THE NEW YEAR
/ WINTER TRAVEL / RELEVANT
HOLIDAY TRAVEL NEWS
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@TRAVALLIANCE.COM
  - PLEASE ADVISE WHEN MATERIALS ARE SENT TO RECEIVE CONFIRMATION OF RECEIPT!

*We provide video production and editing services at an extra charge. Simply contact 856-505-1403 or STUDIO@TRAVALLIANCE.COM

SERVICES INCLUDE:
- Filming and editing 4-5 minute video presentation (must be filmed in our studios at Westampton, NJ)
- Images/Photos can be combined with voice recording to be used as a voiceover or digital recording provided by supplier.

**DIGITALMEDIA@TRAVALLIANCE.COM | 856-505-1443**
TRAVELPULSE.COM 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

MULTI-PANELIST WEBINAR

PRESENTATION TITLE: Up to 90 characters

POWERPOINT PRESENTATION:
- 10-15 slides recommended
- 10-12 minutes of speaking time
- No animations, transitions, embedded video and audio. VIDEOS MUST BE SENT SEPARATELY.

SPEAKER INFORMATION:
- Speaker name, title, 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