

TRAVEL ADVISOR

MEDIA KIT 2018



BRAND



COMMUNITY



MAGAZINE



DIGITAL

The Official Publication of



BRAND

ASTA (American Society of Travel Agents) is the leading global advocate for travel agents, the travel industry and the traveling public.

ASTA is the world's **largest association of travel professionals**. Our members include travel agents and the companies whose products they sell, such as tours, cruises, hotels, car rentals, et cetera.

ASTA was founded in 1931 and is the world's largest association of travel professionals, represented in over **120 countries**.

ASTA members represent **83% of all travel** sold in the United States through the travel agency distribution channel.

Travel agents are responsible for the sale of the majority of air travel in the U.S., selling **\$86 billion** worth of tickets in 155 million transactions in 2016 alone, or more than 300,000 air tickets per day.

We currently represent **2,600 domestic** travel agency and allied travel companies, as well as more than **750 international** member companies.

Together with hundreds of internationally based members, ASTA is the **leading global advocate** for travel agents, the travel industry and the traveling public.

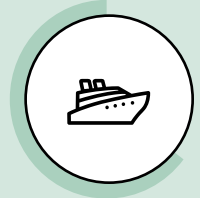
83% of annual travel agency sales come from ASTA's 2,600+ members.

\$90 billion in travel sales come from ASTA's premium members.

ASTA aims to enhance the professionalism and profitability of members through effective representation in the industry. Our work encompasses every aspect of the travel experience.

EXPAND YOUR WORLD. GO WITH THE PROS.

ASTA MEMBERS SELL



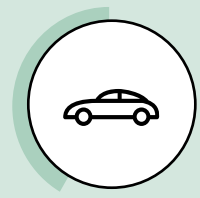
68% of all cruises
\$11 BILLION



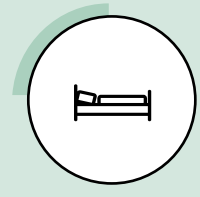
66% of all tours
\$13 BILLION



53% of air travel
\$86 BILLION



31% of car rentals
\$5 BILLION



24% of hotels
\$33 BILLION

COMMUNITY

TOTAL COMMUNITY REACH



MAGAZINE 9,100+ Readers

Travel Advisor is a quarterly publication reaching the most influential people in the travel industry. Over 26% of readers report annual sales of more than \$4 million and nearly 55% of readers have sales in excess of \$2 million.



eDAILY 80,000+ Subscribers

The *Travel Advisor* Daily is distributed five days a week and is received by over 83,000 travel professionals and over 9,100 ASTA members across the globe.



SOCIAL MEDIA 33,000+ Followers

Our social influence grows daily and we use our channels to stay connected with our members and keep them informed in a timely fashion.



WEBSITE 90,000+ Monthly Visitors

ASTA.org is the leading website for the travel agent community.

MAGAZINE

Travel Advisor is a must-read for members and travel industry professionals.

Readership: 10,000+ members read *Travel Advisor* on a quarterly basis.

Format: High-quality, perfect-bound publication, written by experienced travel journalists, travel experts and ASTA staff.

EDITORIAL

ASTA NEWS

Expert reporting from ASTA's experienced staff—including departmental reports from government affairs, industry affairs, legal teams and more. These exclusive insights from industry leading experts can't be found anywhere else.

TRAVEL TALKS

ASTA expert travel professionals weigh in on travel trends and provide expert advice to travel professionals and consumers.

Featured content placements are available that include 1:1 interview with a category expert, Premiere Reviews, and updates relating to your area of expertise. Categories include:



SKY



STAY



SET SAIL



ON THE MOVE



PROTECT



INNOVATIONS



DEPARTURES



FEATURED EDITORIAL

Our editorial team works with you to publish in-depth and unique content about your brand.

MAGAZINE

2018 AD DEADLINES & PUBLISHING DATES

A: Ads Due | **P:** Published

Spring:

A: February 23, 2018

P: May 1, 2018

Summer:

A: May 25, 2018

P: August 1, 2018

Fall:

A: August 28, 2018

P: November 1, 2018

Winter:

A: November 23, 2018

P: February 1, 2019

RATES & SPECIFICATIONS

2-Page Spread\$13,000

Full Page.....\$6,500

Half Page.....\$3,250

Inside Front Cover.....\$8,125

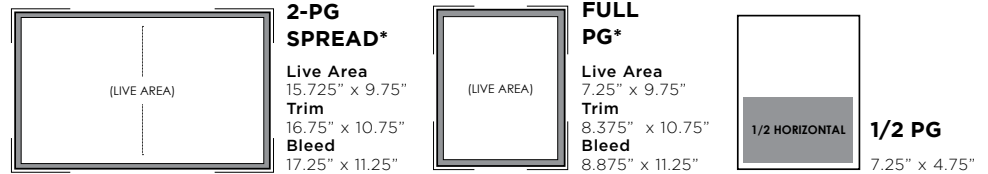
Outside Back Cover.....\$9,125

Inside Back Cover.....\$8,125

Advertorials*: Inquire for details and pricing.

*Subject to ASTA and editorial approval.

PDF files preferred (PDF/X-1a:2001). JPEG, EPS and TIF files accepted. All files must be submitted CMYK at 300 DPI or higher.



* All text and images important to your advertisement should be placed within the **LIVE AREA** dimensions (specified for full page and 2-page advertisements). The noted **TRIM SIZE** is the actual page size. If you place any text or image past the required dimensions, the text or image will be cut off. **NO BORDERS DIRECTLY ON THE TRIM SIZE. NO EXCEPTIONS.** A .25" or 1/4 inch bleed is required on a full page ad & 2-page spread. **PLEASE NOTE:** All images and copy should be placed .5" from either side of the gutter line to avoid being folded into the middle when bound.

Advert* OR Promotional Feature* Inquire for details and price.

* Serendipity Media will provide two sets of PDFs (design and changes) for client approval. The final third set of PDFs for fact-checking and approval / records only. Approval is required within 48 hours. If further changes are required this will incur a \$60 charge per round of amendments, per hour.

UPLOAD ARTWORK

EMAIL:

artwork@serendipity-media.com

*If over 10MB, upload via web or FTP site.

VIA WEB:

<http://www.serendipity-media.com/>
upload

Username: upload

Password: UploadAd528

VIA FTP SITE:

Host: www.serendipitymediallc.com

Name: upload@

serendipitymediallc.com

Password: UploadAd528

PLEASE NOTE

FONT/IMAGE REQUIREMENTS: For any file submitted that is not packaged or flattened, links to fonts and images are required. By not doing this, files may be altered when opened and might not appear as submitted or to the quality needed.

MATERIAL RETURN POLICY: Materials will not be returned unless requested. Please include all the correct information for postage return.

MAKE-GOOD POLICY: We will not issue make-goods on ads submitted in formats other than those outlined in these specifications. If the materials do not meet the requirements, the submitting party will be responsible for the quality of the ad. Ads created in Adobe Photoshop or other raster programs may qualify as camera-ready. Make sure the file fits our specs. We will not guarantee the advertisement print quality if the specifications are not followed.

DIGITAL OPPORTUNITIES

eDAILY

Travel Advisor Daily is a concise daily newsletter curated by ASTA five days a week, delivering the industry news and updates that matter most. Our industry expertise is unmatched and our trusted brand gives you a unique digital platform. We ensure travel agents and the traveling public understand your unique brand through our engaging, shareable content.

Advertise in the *Travel Advisor Daily*

This is your place to feature breaking news with the industry's trusted travel trade association. ASTA's established brand presence, coupled with our in-house expertise for curating news that matters most, gives you a unique digital platform to reach our highly engaged audience.

A Sample of *Travel Advisor's* Categories & Sections:

- ASTA in the news
- The State of Travel – Government Affairs Watch
- Trending Now
- Travel Talks
- Departures

Publisher's note: Travel Advisor Daily will kick off March 2018. Space is subject to availability.

TRAVEL ADVISOR DAILY REACH



Leaders and professionals in the travel industry who make or influence purchasing decisions



80,000+
travel professional
contacts



8,500+
ASTA members
across the globe

RATES & SPECIFICATIONS

Leaderboard

728 x 90 | \$4,000 per week, exclusive feature

Banner Ad

728 x 90 | \$3,000 per week, \$3,500 for premium placement

Box Ad

300x250 | \$2,500 per week, \$3,000 for premiere placement

Featured Content

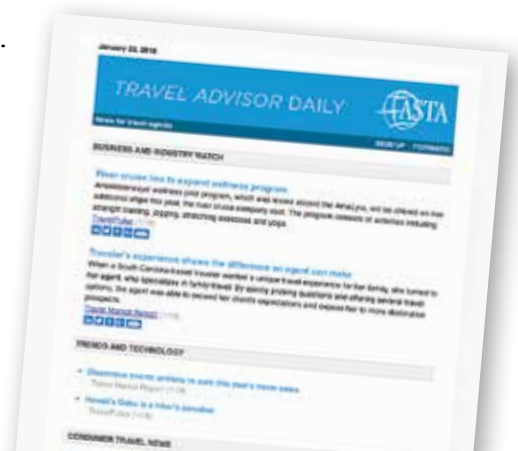
\$2,500 per issue

Exclusive ownership over an entire section of a *Travel Advisor* daily news section. Through this sponsorship you can feature news, link to a press release, or generate brand awareness. Content will be included again in Friday's edition of *Travel Advisor Daily Email*, but not as Featured Content.

**Some editorial restrictions apply.*

Featured Content and Banner Ad

\$5,000 per issue



DIGITAL OPPORTUNITIES

DEDICATED EMAIL BROADCAST

ASTA Travel Agents are responsible for purchasing and recommending a wide array of products and services. It is essential for travel agents to be kept up to date, so they can provide their clients with the best travel experience. When you participate in an ASTA email campaign, your message is being shared with an eager and interested audience.

You must provide ASTA with your email message in HTML format, including all images and hyperlinks. ASTA will send the email broadcast on your behalf and can designate that all replies be directed to you. Personalized Email Broadcasts cannot be used to promote non-ASTA industry events.

RATES & SPECIFICATIONS

Cost: \$6,500

(Sent to entire ASTA Membership & Subscriber List)

Cost: \$1,800

(Sent to 5 ASTA Chapters/States)

There are a limited number of Email Broadcasts available and they are sold on a first-come, first-serve basis. Creative is due to ASTA two weeks in advance. If you are unable to meet this deadline, ASTA will work with you to select a new date. We are unable to reschedule an Email Broadcast more than one time.

SOCIAL MEDIA

ASTA's social media channels are continuing to grow. Share a social message with ASTA's audiences on Twitter and Facebook.

RATES & SPECIFICATIONS

Quarterly Tweet and Facebook Post*

\$7,000 | One post every 3 months on each platform during a 12-month period.

Monthly Tweet and Facebook Posts*

\$20,000 | One post every month on each platform during a 12-month period.

Two Tweets*

\$1,200

Two Facebook Posts*

\$2,500

*Specs and Guidelines

Dates and timing of posts must be approved by ASTA. Materials must also be sent to ASTA five (5) business days before posting. All posts will begin with [Sponsor Spotlight].

Facebook: Image size must be 1200 px wide x 630 px tall. Include click through link. No more than 300 characters of text.

Twitter: Image size must be 440 px wide x 220 px tall. Include click through link. No more than 140 characters of text, which includes URL.



8,700+ followers



23,500+ followers



DIGITAL OPPORTUNITIES

WEBSITE

ASTA.ORG

Banner Ad

\$3,000

ASTA's primary association website is visited by thousands of travel agents every day. **The website averages over 83,000 unique visitors per month**, viewing an average of 40 pages per visit to the site. ASTA.org reaches travel agents and domestic and international suppliers, as well as individuals seeking to enter the travel agent profession.

Pricing based on three months of advertising. Banner Ad cannot be used to promote non-ASTA industry events. Save 10% when you invest in six or more months of advertising!

TRAVELSENSE.ORG

Banner Ad

\$2,500

TravelSense.org's primary visitors are consumers actively looking for travel assistance. TravelSense.org receives over 88,000 visitors per month. Over 5,000 travel agents have profiles in this expansive directory and many of our travel agents are receiving hundreds to thousands of profile views and travel requests.

Your banner will appear on the home page of the site running near the most utilized tool-our Find a Travel Agent Directory.

Pricing based on three months of advertising. Save 10% when you invest in six or more months of advertising!

TRAVELSENSE.ORG

Sponsored Destination Article

\$2,000

Perfect for destinations, National Tourism Offices and Convention and Visitors Bureaus. We will post and host a provided article spotlighting your destination to thousands of consumers on ASTA's popular consumer website TravelSense.org for one year.

Pricing based on one article, which will run on the site for one year.

“TRAVEL ADVISOR SETS A NEW STANDARD FOR TRAVEL PROFESSIONALS STRIVING TO BE THE BEST IN THEIR CLASS.”

- Zane Kerby, ASTA President & CEO



TRAVEL ADVISOR

**CALL TO BE A PART OF
TRAVEL ADVISOR TODAY!**

ASTA - AMERICAN SOCIETY OF TRAVEL AGENTS

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Ryan Choi **T:** 703.739.6898 | **E:** ryan@asta.org

The Official Publication of

