




RATE CARD 2011

PLACEMENT CHART	AD TYPE	SIZE	TODAY & TAKES	TAKES ONLY
	1A Extreme Ad Top	728x90	4000/ SOLD OUT	-
	1 Masthead left	190x80	1500	700
	2 Masthead right	420x80	1600	-
	4 Box	300x240	2500	1200
	4A Premium Box	300x240	4000/ SOLD OUT	-
	3A Top banners (2)	420x80	1800	800
	3 Banners	420x80	1200	500
	7 Vertical large left	160x600	2800	1000
	8 Vertical large right	120x600	2000	800
	5 Vertical medium left	160x350	1600	600
	6 Vertical medium right	120x350	1400	500
	11 Vertical small left	160x180	800	400
	12 Vertical small right	120x180	600	300
	10 Column banner	300x80	500	200
	13 Left mini box	160x80	250	125
	14 Right mini box	120x80	200	100

Column sponsorship: Our popular and widely read columnists have informed, outspoken and amusing views on a variety of subjects and issues. Column sponsorship puts your company name or logo on the columnist's banner, gives you a prominent ad within the column, plus an ad on the columnist's page.

All rates are based on a 12 month contract.

Contact us at pam@travelindustrytoday.com or sales@travelindustrytoday.com regarding sponsorship opportunities

Effective: Nov 2011

ADDITIONAL ADVERTISING & PROMOTIONAL OPPORTUNITIES

Our new feature section takesOntravel.com is distributed to trade and consumers on Fridays and also accessible daily as part of TravelIndustryToday.com or as a standalone website TrkesOnTravel.com.

TakesOnTravel.com offers a number of additional opportunities to get your product, service or brand out to the industry and to consumers.

Featured Destination: \$2,500 / month

Prominent banner location with links to the CVB or Tourism Authority, information and articles on the destination, and links to hotels, restaurants and attractions as supplied by the destination. A “launch the destination” article is also featured in TravelIndustryToday.com, plus editorial in TakesOnTravel.com each month the ad runs. Additional articles pertinent to the destination that run in TravelIndustryToday.com or TakesOnTravel.com will be added to the Featured Destination page.

Left Column Featured Sections:

Places To Go: \$300 / month - 12 month contract

Offers everything available to the “Featured destination” excluding the large banner ad and guaranteed editorial features. Readers will link to your destination from the “Places to Go” Feature.

Fly: \$100 / month - 12 month contract

This feature offers articles and information on airlines, airports, baggage and documentation. A logo link can be added to your airport or airline, to stand out from the rest.

Drive: \$100 / month -12 month contract

Offers articles and information on car rentals and parking. Add a logo link to your company to make it easily identifiable.

Stay: \$100 / month -12 month contract

Articles and information on hotels, resorts, inns and B&Bs. You can add a logo link to your company to ensure it is readily visible.

Cruise: \$100 / month – 12 month contract

Articles and information on cruising, cruise lines, ports and anything else we can think of that pertains to this rapidly growing segment of the industry. Add a logo link to your company to stand out from the rest

Website listings: \$25 / month – 12 month contract

Showcase your product to our readers with a link from our website to yours. An economical and efficient way to gain new viewers.

CONTACT US AT:

Email: Pam@travelindustrytoday.com / Email: Sales@travelindustrytoday.com / Phone: 416-706-0556

Effective: May 2011