

2022 COLOR DISPLAY RATES (Gross U.S. Dollars)

4 Color Rates	(GROSS)	1x	3x	7x	13x	26x
Tab Page	65 inch	26,720	22,910	19,905	18,200	15,135
Jr. Page	40 inch	24,045	20,900	18,180	16,380	14,755
Tab 1/2-page	32.5 inch	20,445	17,880	15,510	13,970	12,630
26"	26 inch	17,210	14,260	12,350	11,785	10,105
Jr. 1/2-page	20 inch	12,600	11,405	9,450	8,605	7,770
Jr. 1/3-page	15 inch	9,460	8,245	7,140	6,505	5,825
Jr. 1/4-page	10 inch	6,255	5,490	4,780	4,300	3,890
Jr. 1/8-page	5 inch	3,230	2,945	2,390	2,160	1,950

INSERT RATES (Gross U.S. Dollars)

2 pages	\$10,875
4 pages	\$13,030
8 pages	\$17,520
12 pages	\$21,075
16 pages	\$23,650

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

TIP CHARGE (Net)

Up to 16 pages \$4,275

Inserts over 16 pages must be reviewed for pricing.

OUTSERT RATE (Net)

Polybag \$6,110

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

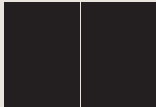












CENTERSTITCH RATE (Net)

Centerstitch \$5,780

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

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

AD DIMENSIONS: 5-COLUMN TABLOID MAGAZINE

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

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

Ad Unit	1 week	1month
Billboard	\$3,450	n/a
Billboard with Video	\$4,275	n/a
Leaderboard or Med. Rectangle	n/a	\$2,975
Medium Rectangle with Video	n/a	\$3,475
Leaderboard with Video	n/a	\$3,475

HOMEPAGE TAKEOVER.....\$5,700/wk
Own all six 728x90 advertising banners on our homepage. All banners live within and in-between content to ensure maximum exposure.

THOUGHT LEADERSHIP.....\$11,975
Position your company as a leader with this strategic web content program. Includes Thought Leadership article, Post on TAW.com homepage for 30 days, Listing in Strategic Web Content for 1 year, Banner ad promoting article, and Email promotion to approximately 70k qualified agents.

ADVERTISER SPOTLIGHT.....\$8,250/yr
Advertiser Spotlight gives your brand complete content control. You supply copy, images, videos, links and other items, and our team will put it all together to create an engaging custom digital advertorial page. Posted on TravelAgeWest.com for one year and promoted to our travel professional audience.

CLICK & WIN CUSTOM CONTEST \$5,750*/mo
Sponsor a month-long contest featuring trivia questions; includes homepage ad, contest page w/sponsor box, marketing promotions.
*Sponsor must supply travel prize.

- w/Qualified Lead Gen (reg. database)..... \$6,775/mo
- w/Custom Lead Gen (reg. + 5 research questions)... \$9,250/mo

● DESTINATION GATEWAYS:

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

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

● E-NEWSLETTERS 100% opt-in subscriber list

Ad Units
Horizontal Banner, Rectangle, Rectangle plus text, Text only

DAILY E-NEWSLETTER	1 - 6 weeks	7 weeks or more
	\$2,275/wk	\$1,650/wk

CRUISE/DESTINATION NEWS (broadcast 1x/month)
Asia, Cruise, Caribbean, Europe, Explorer, Family, Hawaii, Mexico, River Cruise
1-6x \$1,725
7+x \$1,325

WEEKLY (broadcast every Friday)

PRODUCT SPOTLIGHT \$2,075

● CUSTOM E-MAILS

HTML E-mail (to the Western Agent List)	
Created by client	\$4,375 Net per send
Created by TAW	\$5,750 Net per send
E-Postcards (1x)	
	\$5,950 per send
(4x)	
	\$5,900 per send
additional tabs \$775 each per send	

Note: Custom targeted lists are also available - pricing TBD

2022 Online Platforms

● WEBINARS

WESTERN SHOWCASE WEBINAR.....\$15,250 Net
Solo Sponsored Webinar

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

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

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

● FULL SITE ROTATION: All site pages

SEARCH SPONSORSHIP - 1 year

(contact sales rep for availability and pricing)
Logo in search box, with 2 Leaderboards, Super Leaderboard, Medium Rectangle and 300x600 ads on search results page.

● MOBILE & SOCIAL

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

Horizontal Banner (max 6).....\$2,850/Month
Site Rotating Banners located near the top and bottom of pages. Maximum of 6 at a time.

Mobile Sponsorship.....\$3,025/Week
Large overlay ad that loads at the start of each visit. A great opportunity for a key impact position.

SOCIAL.amp.....\$2,900/Month
Social.amp amplifies your highly relevant content to premium travel audiences. you can feature popular/recent content from Facebook, Instagram, or Twitter as display ads on TravelAgeWest.com.

Social Access.....80k Imp/\$5,250/Month
150k Imp/\$7,750/Month
250k Imp/\$10,250/Month

Maximize the impact of your paid advertising initiatives on social networks. Using proprietary 1st party audience data from our leading brands, we ensure delivery of your ad messages to top travel buyers and influencers on social media networks like Facebook, Instagram and LinkedIn.

For more information, contact your sales rep:

East: Doug Spierer ● 914-384-3590 ● dspierer@travelagewest.com

West: Audrey Wood ● 310.954.2522 ● awood@travelagewest.com

Northeast & Canada: Matt Hatch ● 315.212.2324 ● mhatch@ntmlc.com

Florida: Scott Zimmerman ● 407.217.6853 ● szimmerman@ntmlc.com

Nevada: Marina Szakin ● 310-954-2535 ● mszakin@ntmlc.com

Hawaii: Destination Marketing ● 808-739-2200 ● justinnakaahiki@dmhawaii.com

Mexico: Advantage Media Group I (55) 5202-6412 I paloma@advmediagroup.com

TRAVELAGE WEST

2022 PRINT SPECS

TravelAge West issues and supplements are saddle-stitched. Covers are printed on 70# coated stock. TravelAge West main issues bodies are printed on 40# coated stock.

Digital File Requirements

- PDF/X-1a with embedded fonts
- CMYK (No spot, RGB, or Lab color). Color formats other than CMYK will be converted to CMYK during our pre-press process.
- 300 dpi
- Filename maximum 20 characters; no special characters
- File size must not exceed 20 MB.

Submitting Ad Materials

Ad materials are to be submitted via the Ad Uploading Portal at: www.travelagewest.com/adupload.aspx. Only PDF files are accepted for upload.

Instructions for using the Ad Portal:

1. Fill in your contact information.
2. Select Publication. (For sales guides, see listing below of tabloid 5-column sales guides scheduled for production in 2012.)
3. Select the issue date. If your ad materials are to be picked up for additional issues please select the first insertion date.
4. Select Section. If you are unsure of the section your ad is scheduled to run or if you do not see your section listed select "Main ROP / Other Section Not Listed" and note the section in the "Comments" field.

5. Select Ad Size.




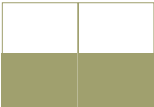









6. Selecting Your Ad File. Click "Browse" button and a "choose file" window will open. Locate your file on your hard drive, server, etc. Select the file and click "Open" to select it.

7. Uploading your file. Select "Upload and Done" if you are only uploading one ad file. To upload multiple ad files without having to reenter your contact info select "Upload and Add Another."

For additional information please contact: Michele Garth, Production Manager, TravelAge West
201-902-1930
mgarth@ntmlc.com

Ad files not received by our published ad materials due date are subject to an additional processing charge. All files held for 9 months and then deleted unless otherwise requested in writing.

AD DIMENSIONS: 5-COLUMN TABLOID MAGAZINE

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 <p>26" Vertical Non-bleed: 3.5"w x 12"d</p>	 <p>20" Junior Half Page Non-bleed: 7"w x 5"d</p>	 <p>20" Horizontal Strip Non-bleed: 9"w x 4"d</p>
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 <p>5" Junior Eighth Page Vertical non-bleed: 1.625"w x 5"d Horizontal non-bleed: 3.5"w x 2.5"d</p>	<p>Bleed is 1/8" Live/Safe Area: For ads with bleed, be sure all text and logos are at least 1/4" in</p>	

INSERT REQUIREMENTS

All inserts must be approved by Production Department. Submit sample or dummy (actual size and stock) to publication four weeks prior to issue closing date to determine price quote and if insert is machineable. All inserts must be accompanied by an advertisement in the magazine of at least a page in size.

Insert Mechanical Requirements:

1. Paper stock used for inserts subject to the Publisher's approval. Samples of insert must be submitted to Production Manager before production costs can be given.
2. Check with Production Manager for quantity and shipping instructions.
3. Samples must be submitted to the Production Manager a minimum of 4 weeks in advance of publication date for approval. It is the responsibility of the advertiser and its agency to ensure that all inserts comply with the Publisher's requirements, 2nd class postal regulations, and all applicable federal and state laws and regulations. Any additional USPS costs incurred will be billed at cost. Due to new postal requirements, some inserts do not qualify under 2nd class postal regulations. Please contact the Publisher for approval.

Size:

Untrimmed page size is 10 11/16" w x 13 15/16" d. Publications jog to head with 3/16" trim top and 5/16" bottom, 1/8" right to finished trim size of 10 7/16" x 13 11/16".

2-page (single leaf) inserts:

Furnish untrimmed, tip to low folio 8-1/2" x 11-3/8", live matter should be 1/4" in from trim. Inserts 16 pages or more or paper heavier than 36# stock must be polybagged.

Gatefold, other non-standard folds:

Subject to Publisher's approval. Width or depth of page with outside fold must be 1/4" short of trim dimension.

Rack folders, other undersize inserts:

Sample must be submitted for approval and cost quotation. Minimum size 4-1/2" x 6" folded. Accordion folds, unusual sizes or inserts with final fold into gutter may not be acceptable. Keep live matter 1/2" from top, bottom and side trim dimensions.

Publication-printed cards:

Call for quote and specifications. Minimum 4" x 4". Supply materials and color proofs to Production Manager. Materials must be received 2 weeks prior to issue close for printing.

Preprinted Supplied Cards:

Minimum 4" x 4". All USPS standards for 2nd-class mail rates must be followed or advertiser will incur additional postage charges. Perforations should be 30% or less and must be a minimum of 1/2" from binding edge for glue strip allowance.

Binding/Tipping:

Publications are saddle-stitched; inserts can be tipped. All tips are to low folio unless high folio is requested. Different specs are required for high folio tip and must be requested through Group Production Manager. If insert is to trim with book: Supply at 10 11/16" w x 13 15/16" d. Supply all inserts folded.

- Low folio cannot exceed a bleed of 10 13/16" w
- Depth bleed is 13 15/16"
- Inserts will trim with publication at 10 7/16" w x 13 11/16" d. (Keep live matter 1/4" from all trim.)

Closing Dates for Orders and Materials Prior to Issue Date:

- TravelAge West approximately 24 working days.
- Special Supplements/Destination Guides: approximately 39 working days.

No cancellations accepted after closing date. See Ad Planner for specific closing dates.

Direct all inquiries to:

TravelAge West Magazine Production Department
Michele Garth
Phone: 201-902-1930
mgarth@ntmlc.com

Comissions:

15% off gross to recognized advertising agencies on space and color. No cash discounts.

General Rate Policy:

Rates subject to change on 60-day notice by Publisher. The Publisher reserves the right to reject any advertising that the Publisher feels is not in keeping with the publication's standards and editorial focus.

GENERAL TERMS AND CONDITIONS

General Conditions

A. The advertiser and its agency, if there is one, each represents that it is fully authorized and/or licensed to publish the entire contents and subject matter contained in its advertisement including:

(1) the names, portraits and/or pictures of persons living or dead; (2) any copyrighted material; trademarks and/or depictions of trademarked goods or services; (3) any photographs, testimonials, or endorsements contained in any advertisement

submitted to and published by the Publisher. In consideration of the Publisher's acceptance of such advertisement for publication, the agency and the advertiser will indemnify and save harmless the Publisher against all loss, liability, damage, and expenses for any nature (including reasonable attorney fees) arising out of the copying, printing, or publishing of its advertisement and resulting from any proceedings, claims, or suits including, without limitation, for libel, violation of rights of privacy and of publicity, unfair competition, intentional or negligent infliction of emotional distress, and copyright and/or trademark infringement.

B. Conditions, other than rates, are subject to change by the Publisher without notice.

C. All contents of advertisements are subject to the Publisher's approval. The Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment at any time, if for any reason the Publisher deems the advertisement to be unacceptable.

D. Positioning of advertisements is at the discretion of the Publisher except when an arrangement for a specific preferred position is acknowledged in advance by the Publisher in writing.

E. The Publisher shall not be liable for errors in key numbers, Reader Service section or advertisers' index, map locations, telephone/telex/facsimile numbers or change in advertising text and rates by the advertiser.

F. Advertisers or their agencies will not be provided with an opportunity to approve or revise advertisements not received by the Publisher's advertising production department by closing date.

G. Cancellations or changes in orders may not be made by the advertiser or its agency after the closing date.

H. All insertion orders are accepted subject to provisions of current rate card. Rates are subject to change upon notice from the Publisher. Should a change in rates be made, space reserved may be cancelled by the advertiser or its agency at the time the change becomes effective without incurring short-rate charges, provided the advertisements published to the date of cancellation are consistent with the appropriate frequency or volume rate. Cancellation of space reservations for any other reason (in whole or in part by the advertiser) will result in an adjustment of the rate (short-rate) based on past and subsequent insertions to reflect actual space used at the earned frequency or volume rate.

I. The Publisher will not be liable under any circumstances for any costs or damages (including consequential damages) as a result of either the failure to print any advertisement or of the appearance of any errors in any advertisement as published. If any errors appear in the advertisement as published, the only remedy will be a make-good advertisement.

J. The Publisher shall have the right to hold the advertiser and/or its advertising agency jointly and severally liable for such moneys as are

due and payable to the Publisher for advertising which the advertiser or its agency ordered and which advertising was published.

K. To conditions other than those set forth in this rate card shall be binding on the Publisher unless specifically agreed to in writing by the Publisher. The Publisher will not be bound by conditions printed or appearing on order blanks or copy instructions submitted by or on behalf of the advertiser when such conditions conflict with any provisions contained on this rate card.

L. The Publisher will not be liable for any delays in delivery and/or non-delivery in the event of an act of God, action by any governmental or quasigovernmental entity, fire, flood, accidents, insurrection, riot, explosion, embargo, strikes (legal or illegal), labor or material shortage, transportation interruption of any kind, work slow down, or any other condition beyond the control of the Publisher affecting production or delivery in any manner.

M. All advertisements must be clearly identifiable as such with a trademark or signature of the advertiser. The word "Advertisement" may be placed with copy which in the Publisher's opinion resembles editorial copy.

N. Failure to make insertion orders correspond in price or otherwise with the rate schedule is regarded only as a clerical error and publication is made and charged for upon the terms of the schedule in force without further notice.

O. It is the responsibility of the advertiser and its agency to ensure that all inserts and other advertising comply with the U.S. postal regulations and other applicable Federal and State laws and regulations.

P. As used in this section entitled "General Conditions," the term "Publisher" shall refer to Northstar Travel Media.

Circulation Information

A. Mailed second class. "Newspaper handling" priority authorized by the U.S. Post Office. Member, BPA International.

B. Editorial content deals with news about the development and servicing of travel everywhere in the world, including all phases of transportation, hotel facilities, sightseeing and related fields.

C. Distributed to travel agencies, corporate travel agencies, tour operators, and home-based independent agencies. Qualified recipients are presidents, owners, partners, vice presidents, managers, travel agents, travel consultants, homebased agency employees, home-based independent agents, outside sales/marketing directors/managers and sales representatives.

D. Distributed without charge by written request to qualified travel agency sales personnel in selected states and Canada. The cost of a print subscription to non-qualified subscribers is US \$79 or Can/Mex/For Air \$99.

PRINT SPECS

Ad materials are due on the published issue closing date.

Digital File Requirements: PDF-X1A with fonts embedded is the preferred file format. We also accept jpg, gif, tif, eps, and native InDesign and Quark files with all fonts and links packaged. Ad materials, including all logos and photos used within, must be CMYK and 300 dpi.

Submitting PDF Ad Materials: PDF ad materials are to be submitted via the ad uploading portal: www.travelagewest.com/adupload.aspx.

Instructions for uploading PDF ad materials via the Ad Portal:

- Fill in your contact information.
- Select Publication: choose "Family Getaways."
- Select the issue date.
- Select Section: choose "main issue."
- Select ad size.
- If materials are to be picked up for additional issues please note those additional issue dates in the "Comments/Pick Up" field.
- Select "Browse" and a "choose file" window will open.
- Locate the location where your ad materials are kept.
- Select "Open" to select the file.
- Select "Upload and Done" if you are only uploading one ad file; to upload multiple ads without having to reenter your contact info select "upload and add another."

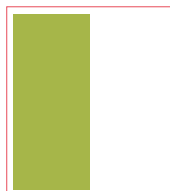
NOTE: Please be sure the only period in your file name is the one associated with the file extension (.PDF).



Spread
Non-Bleed 17" w x 10" d
Bleed 17.75" w x 10.75" d
Trim 17.5" w x 10.5" d



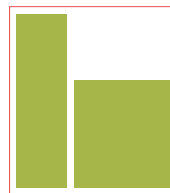
Full Page
Live/Non-Bleed 8.25" w x 10" d
Bleed 9" w x 10.75" d
Trim 8.75" w x 10.5" d



1/2 Page Vertical
4.125" w x 10" d
No Bleed.



1/2 Page Horizontal
8.125" w x 5.375" d
No Bleed.



1/3 Page Vertical
2.625" w x 9.75" d
No Bleed.

1/3 Page Square
5.125" w x 5.375" d
No Bleed.

Bleed is 1/8" from top, bottom, and outside trim. Allow 3/8" from gutter trim of each page.

On ads with bleed, all live type must be kept 1/4" from trim edges. No exceptions.

For more information regarding print ad requirements, please contact:

Michele Garth
201-902-1930
mgarth@ntmlc.com

For more information about electronic materials, please contact:

Roxanne Heberd
TAWMaterials@ntmlc.com

PRINT SPECS

Ad materials are due on the published issue closing date.

Digital File Requirements: PDF-X1A with fonts embedded is the preferred file format. We also accept jpg, gif, tif, eps, and native InDesign and Quark files with all fonts and links packaged. Ad materials, including all logos and photos used within, must be CMYK and 300 dpi.

Submitting PDF Ad Materials: PDF ad materials are to be submitted via the ad uploading portal: www.travelagewest.com/adupload.aspx

Instructions for uploading PDF ad materials via the Ad Portal:

- Fill in your contact information.
- Select Publication: choose “Explorer.”
- Select the issue date.
- Select Section: choose “main issue.”
- Select ad size.
- If materials are to be picked up for additional issues please note those additional issue dates in the “Comments/Pick Up” field.
- Select “Browse” and a “choose file” window will open.
- Locate the location where your ad materials are kept.
- Select “Open” to select the file.
- Select “Upload and Done” if you are only uploading one ad file; to upload multiple ads without having to reenter your contact info select “upload and add another.”

NOTE: Please be sure the only period in your file name is the one associated with the file extension (.PDF).

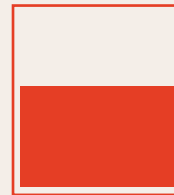
For further information regarding print ad requirements, specs, and ad materials delivery please contact: Michele Garth, 201-902-1930 • mgarth@ntmlc.com



Spread
Non-Bleed 17" w x 10" d
Bleed 17.75" w x 10.75" d
Trim 17.5" w x 10.5" d



Full Page
Non-Bleed 8.25" w x 10" d
Bleed 9" w x 10.75" d
Trim 8.75" w x 10.5" d



1/2 Page Horizontal
8.125" w x 5.375" d
No bleed.



1/2 Page Vertical
4.125" w x 10" d
No bleed.



1/3 Page Vertical
2.625" w x 9.75" d
No bleed.

1/3 Page Square
5.125" w x 5.375" d
No bleed.

Bleed is 1/8" from top, bottom, and outside trim. Allow 3/8" from gutter trim of each page. **On ads with bleed, all live type must be kept 1/4" from trim edges. No exceptions.**

Contact your TravelAge West sales representative if you have any questions.

TRAVELAGE WEST.com

Click [HERE](#) for our digital and online specs