

# eMail & ePostcard



ePostcard



ePostcard

**eMail broadcasts and ePostcards put TravelAge West's readership and your target audience at your fingertips.**

**i** For more information and advertising opportunities contact your TravelAge West Sales Representative



**AD OPPORTUNITIES:**

**WEST LIST EMAIL BROADCASTS**

Distributed to TravelAge West's influential database of travel professionals, email broadcasts generate immediate response and are a timely, cost-effective electronic marketing tool.

**RATES:**

Created by client: **\$4,175 net per send**

Created by TAW: **\$5,475 net per send**

Materials due: 5 business days prior to "send" date. Complete HTML file with all URLs embedded. Include subject line with materials and email to [ntmemails@ntmlc.com](mailto:ntmemails@ntmlc.com). Max file size: 300kb.

**TARGETED EMAILS**

Work with TravelAge West's Audience Insight team to create a customized, targeted list and reach just the people and regions you want.

**RATES:**

Up to 5,000	\$1,890
5,001-10,000	\$2,705
10,001-15,000	\$3,515
15,001-20,000	\$4,045
20,001-25,000	\$4,595

**EPOSTCARDS**

The ultimate tool for effective targeted electronic marketing, TravelAge West's ePostcards are multimedia presentations that can contain graphics, tabs, video, audio and additional interactive media features.

**RATES:**

1x **\$5,675 net per send**

4x **\$5,625 net per send**

**(additional tabs \$725 each per send)**

Materials due: 15 business days prior to "send" date. Include subject line with materials and email materials to [rheberd@ntmlc.com](mailto:rheberd@ntmlc.com). Front/back side: Max. size 75k, 10-15 words for front, 50-75 words for back, any images, logos in JPEG or EPS format, flash movies accepted, if providing completed materials. Layout should be in EPS and/or PSD photoshop with layered text and image component and PC fonts.

