

TRAVELAGE WEST

2024 EDITORIAL CALENDAR



ISSUE	CLOSE	TOPICS	SPECIAL SECTIONS	SPECIAL SECTIONS CLOSE
January 15	12/18/23 Ad Materials Due: 12/27/23	Alaska, Asia, Europe, Las Vegas, Mexico, New Orleans, River Cruising, Ski /Mountain Travel, South Pacific		
February 12	1/18/24 Ad Materials Due: 1/25/24	Alaska, Asia, Caribbean, Cruising, Hawaii, Israel, Mexican Caribbean, Mexico, River Cruising	Family Getaways - Spring Insider Guide: Weddings, Honeymoons and Romance	1/3/24 Ad Materials Due: 1/10/24
March 11	2/14/24 Ad Materials Due: 2/22/24	Alaska, Hawaii, Mexico, New Orleans, Puerto Vallarta/Riviera Nayarit, River Cruising, Ski/Mountain Travel, South Africa, South Pacific	Insider Guide: Europe	1/31/24 Ad Materials Due: 2/7/24
April 15	3/21/24 Ad Materials Due: 3/28/24	Alaska, Asia, Caribbean, Cruising, Las Vegas, Los Cabos, New Orleans, River Cruising	Family Getaways - Summer WAVE Awards: Editor's Pick Highlights	3/7/24 Ad Materials Due: 3/14/24
May 13	4/18/24 Ad Materials Due: 4/25/24	Alaska, Africa, Asia, Cruising, Europe, Hawaii, Mexico, River Cruising, South America	River Cruise Manual Insider Guide: Hawaii's Summer Travel	3/7/24 Ad Materials Due: 4/11/24 4/4/24 Ad Materials Due: 4/11/24
June 10	5/15/24 Ad Materials Due: 5/22/24	Caribbean, Cruising, Europe, Luxury Travel, Mexican Caribbean, Mexico, River Cruising, South Africa, South America	Explorer Insider Guide: Asia and South Pacific	5/1/24 Ad Materials Due: 5/8/24

TRAVELAGE WEST

2024 EDITORIAL CALENDAR



ISSUE	CLOSE	TOPICS	SPECIAL SECTIONS	SPECIAL SECTIONS CLOSE
July 15	6/19/24 Ad Materials Due: 6/26/24	Asia, Cruising, Europe, Hawaii, India, Las Vegas, Mexico, Mexico Pacific	WAVE Awards	
August 12	7/18/24 Ad Materials Due: 7/25/24	Asia, Caribbean, Europe, Hawaii, Luxury Cruising, Luxury Travel, River Cruising, South Pacific	Family Getaways - Fall Insider Guide: Mexico	7/3/24 Ad Materials Due: 7/11/24
September 16	8/21/24 Ad Materials Due: 8/28/24	Caribbean, Cruising, Europe, Hawaii, Honeymoon/Romance, Las Vegas, Mexico, Puerto Vallarta/Riviera Nayarit, River Cruising	Insider Guide: Group Travel	8/7/24 Ad Materials Due: 8/14/24
October 14	9/19/24 Ad Materials Due: 9/26/24	Asia, Caribbean, Europe, Hawaii, Luxury Cruising, Mexico, Puerto Vallarta /Riviera Nayarit, River Cruising, South America	Explorer Insider Guide: Hawaii's Fall and Winter	9/5/24 Ad Materials Due: 9/12/24
November 11	10/17/24 Ad Materials Due: 10/24/24	Africa, Asia, Cruising, Europe, Hawaii, Israel, Mexico, Ski/Mountain Travel, South Pacific	Insider Guide: Caribbean	10/3/24 Ad Materials Due: 10/10/24
December 16	11/19/24 Ad Materials Due: 11/26/24	Asia, Caribbean, Cruising, Europe, Hawaii, Luxury Travel, Mexico: All-Inclusive Resorts, River Cruising	Family Getaways - Winter	11/5/24 Ad Materials Due: 11/12/24

TRAVELAGE WEST

2024 PRINT SPECS

TravelAge West issues and supplements are saddle-stitched. Covers are printed on 60# coated stock, bodies are printed on 38# coated stock. TravelAge West management reserves the right to change paper at any time.

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 2024).
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.




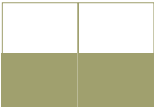









6. Selecting Your Ad File. Click "Browse" button and a "choose file" window will open. Locate your file on your hard drive, server, etc. Select the file and click "Open" to select it.

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: Lisa Gonzales, 201-902-1927 lgonzales@ntmlc.com or Michele Garth, 201-902-1930 mgarth@ntmlc.com.

Ad files not received by our published ad materials due date may be 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

 <p>130" Tabloid Spread Live/Non-bleed: 19.875"w x 13.9375"d Trim: 20.375"w X 13.4375"d Bleed: 20.625"w X 13.6875"d</p>	 <p>65" Tabloid Page Live/Non-bleed: 9.6875"w x 12.9375"d Trim: 10.1875"w x 13.4375"d Bleed: 10.4375"w x 13.6875"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 Trim: 20.375"w x 6.75"d Bleed: 20.625"w x 7"d <small>(no bleed off top)</small></p>	 <p>32.5" Tabloid Half Page Bleed Live: 9.6875"w x 6.5"d Trim: 10.1875"w x 6.75"d Bleed: 10.4375" x 7"d No bleed off top.</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: Extend all non-white images/background color 1/8" beyond trim. Live/Safe Area: Keep all text and important images 1/4" away from trim edge.</p>	

SUPPLIED INSERTS

Direct all inquiries to:

TravelAge West Magazine Production Department

Lisa Gonzales

Phone: 201-902-1927

lgonzales@ntmlc.com

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.

Contact Lisa Gonzales for quantity, specifications, deadlines and delivery instructions. Insert reservations must be arranged through a sales representative. Insert availability is limited. Reserve early to secure preferred issue date. Regional splits are available. Samples/paper mock-ups must be submitted to Lisa Gonzales at least two weeks prior to issue close date for approval. Advertisers running supplied inserts must supply their digital files for the inserts to be included in TravelAge West's digital edition. It is the advertiser and its agency's responsibility to ensure that inserts comply with the Publisher's requirements, Periodical Postal Regulations and other Federal and State Laws and Regulations. Due to postal requirements, some inserts do not qualify for Periodical postage rates. Any additional USPS charges incurred will be billed at cost.

COVERWRAPS AND GATEFOLDS

Contact Lisa Gonzales for specifications and deadlines. Coverwrap and gatefold availability is limited. Reservations must be arranged through a sales representative. Reserve early to secure preferred issue date.

ADVERTORIAL

Advertorial ads create powerful vehicles for clients to communicate with TravelAge West readers. TravelAge West is bound by federal law to ensure editorial and advertising are clearly marked to avoid confusing readers. The design of advertorial ads must in no way resemble the TravelAge West editorial format. It is expected that a unique design will be used. TravelAge West's Publisher and Editor in Chief reserve the right to reject or request changes to any ad if it too closely resembles a TravelAge West editorial page.

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.

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 Periodicals class.

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. The cost of a print subscription to non-qualified subscribers is US \$129 or Can/Mex/\$169. Digital Issue \$75 for all geographical areas.

2024 COLOR DISPLAY RATES (Gross U.S. Dollars)

4 Color Rates	(GROSS)	1x	3x	7x	13x	26x
Tab Page	65 inch	29,735	25,495	22,155	20,255	16,845
Jr. Page	40 inch	26,765	23,260	20,245	18,230	16,425
Tab 1/2-page	32.5 inch	22,755	19,900	17,260	15,550	14,055
26"	26 inch	19,155	15,875	13,745	13,115	11,245
Jr. 1/2-page	20 inch	14,115	12,695	10,520	9,575	8,650
Jr. 1/3-page	15 inch	10,530	9,180	7,950	7,240	6,485
Jr. 1/4-page	10 inch	6,965	6,110	5,320	4,785	4,330
Jr. 1/8-page	5 inch	3,595	3,280	2,660	2,405	2,170

INSERT RATES (Gross U.S. Dollars)

2 pages	\$12,105
4 pages	\$14,505
8 pages	\$19,505
12 pages	\$23,455
16 pages	\$26,325

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

TIPPING & CENTERSTITCH

Inserts may be eligible for Tipping or Centerstitch. Submit a sample to production for evaluation.




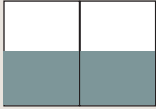


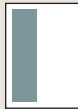






OUTSERT RATE (Net)

Polybag \$6,780

Please submit sample for space cost quote. All outserts 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 (Allow for 1/8" gutter bleed on each side)</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 (no bleed off top) Trim: 20.375"w X 6.75"d</p>	 <p>32.5" Tabloid Half Page Bleed Live: 9.6875" x 6.5" Bleed: 10.4375" x 6.75"d (no bleed off top) Trim: 10.1875"w X 7"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: Extend all non-white images/background color 1/8" beyond trim. Live/Safe Area: Keep all text and important images 1/4" away from trim edge.</p>	

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

Ad Unit	1 week	1 month
Billboard	\$3,850	n/a
Billboard with Video	\$4,775	n/a
Leaderboard or Med. Rectangle 300x600	n/a	\$3,325 \$4,275

HOMEPAGE TAKEOVER.....\$6,500/wk
Own all six 728x90 advertising banners on our homepage. All banners live within and in-between content to ensure maximum exposure.

THOUGHT LEADERSHIP.....\$13,250
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 advisors.

ADVERTISER SPOTLIGHT.....\$9,175/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 \$6,995*/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)..... \$7,995/mo
- w/Custom Lead Gen (reg. + 5 research questions)... \$9,995/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
	\$2,500/wk	\$1,850/wk

CRUISE/DESTINATION NEWS (broadcast 1x/month)
Cruise, Caribbean, Europe, Explorer, Family, Hawaii, Mexico, River Cruise

	1-6x	7+x
	\$1,925	\$1,475

PRODUCT SPOTLIGHT \$2,300

● **CUSTOM E-MAILS**

HTML E-mail (to the Western Agent List)

Created by client \$4,875 Net per send

Created by TAW \$6,475 Net per send

Note: Custom targeted lists are also available - pricing TBD

2023 Online Platforms

● **WEBINARS**

WESTERN SHOWCASE WEBINAR.....\$16,750 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.

● **OUTSTREAM VIDEO**..... \$3,500 Net

Outstream is an attention-grabbing video ad unit that gives advertisers an opportunity to feature their short-form video content in a highly-visible native advertising placement within TravelAge West's award-winning content.

● **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).....\$3,250/Month

Site Rotating Banners located near the top and bottom of pages. Maximum of 6 at a time.

Mobile Sponsorship.....\$4,000/Week

Large overlay ad that loads at the start of each visit. A great opportunity for a key impact position.

SOCIAL.amp.....\$3,250/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/\$5,565/Month

150k Imp/\$8,125/Month

250k Imp/\$10,865/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.

Native Ad Unit.....sold with content, 90 days/\$1,250

sold alone, 30 days/\$1,250

Branded Content native ad placements allow you to deliver your message in a more natural form to audiences where they are engaging with high-value editorial content.

For more information, contact your sales rep:

Northwest and Midwest: Doug Spierer | 914-384-3590 | dspierer@travelagewest.com

Nevada & California: Marina Szakin | 310-954-2535 | mszakin@ntmlc.com

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

Southeast: Scott Zimmerman | 407.217.6853 | szimmerman@ntmlc.com

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

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