

# 2020 EDITORIAL CALENDAR

**TRAVELAGE  
WEST**  
EXPLORING TRAVEL  
FAVORITES AND FRONTIERS



# A YEAR AT A GLANCE 2020



SUPPLEMENTS & INSIDER GUIDES	FREQ	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
Insider Guide: Asia & South Pacific	1x					18							
Insider Guide: Caribbean	1x											2	
Insider Guide: Europe	1x			23									
Insider Guide: Group Travel	1x									7			
Insider Guide: Hawaii	4x	27			20				19		5		
Insider Guide: Weddings, Honeymoon & Romance	1x		24										
Insider Guide: Luxury	1x					4							
Insider Guide: Mexico	1x									21			
<b>SPECIAL SECTIONS &amp; ISSUES</b>													
Special Section: WAVE Awards/Editors Picks	1x				6								
Special Section: WAVE Awards/Trendsetters	1x												
<b>Special Issue: Top Advisors/Top Sales Reps</b>	1x										19		
<b>SPOTLIGHT 2021 - Special Edition</b>	1x												14
<b>FAMILY GETAWAYS</b>	6x		10		6		15		10		19		14
<b>EXPLORER</b>	2x			9						21			
CALIFORNIA PLUS	1x											19	



# A YEAR AT A GLANCE

2020



DESTINATION OR SUBJECT	FREQ	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
Africa	5x	27				18		13		21		30	
Alaska	9x	13	10	9	20	18			10	21	19	2	
Asia	11x	13	10	9	20	18	15	13	10	21	19	2	
Australia	3x		24			4					19		
California	8x	13		23	6	4	1	13		7		2	
Canada	5x		24	23	20					21	19		
Caribbean	11x	13		9	6	4	1, 15	27		7	5	2, 30	
Central America	2x					4				7			
China	11x	27	24	23		4	1,15	27			5	2, 30	
Cruise	19x	13, 27	10, 24	9, 23	6, 20	4, 18	15	13	10	21	5, 19	2, 30	14
Cuba	4x		10			4			10			2	
Europe	11x	27	24		6	4	1, 15	27		7	5	2	14
Expedition Cruising	2x		24								19		
Florida	2x		10								19		
Greece	4x		10		20					21		2	
Hawaii	13x	27	24	23	20	4, 18	15	27	10	7, 21	19	30	14
Honeymoon	1x						1						
India	5x	13	24	23				13			19		
Israel	3x		24		20							2	
Las Vegas	12x	27	24	23	20	18	15	27	10	7, 21	19	2	14
Luxury Cruising	4x		10			4					5	2	
Luxury Travel	3x				6		15						



# A YEAR AT A GLANCE

2020



DESTINATION OR SUBJECT	FREQ	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
<b>Mexico</b>	14x	13, 27	24	9, 23	6	4, 18	15	13, 27		21	5		14
· Los Cabos	2x					20			10				
· Cancun/Riviera Maya	1x										5		
· Mexican Caribbean	3x		10				15		10				
· Puerto Vallarta/Riviera Nayarit	2x			23							19		
· Mexico: All-Inclusive Resorts	1x												30
· Mexico Pacific Destinations	1x												2
· Mexico Meetings/Conventions	1x												2
New Orleans	4x	27		23			1						
Pacific Northwest	6x	13		23			1	27			5	2	
Rail Adventure	2x			9		18							
River Cruising	10x	27	4	23	6	4	15		10	7	5	2	
Ski/Mountain Travel	5x	13	10	23	20								2
South Africa	6x		10	9	20		15		10				2
South America	3x				20					7			
South Pacific	4x	27		23									2, 30



# JANUARY FEBRUARY/MARCH



ISSUE DATE	SECTIONS	CLOSING & MATERIAL DUE DATES	SPECIAL SECTIONS/ SUPPLEMENTS	SPECIAL SUPPLEMENTS CLOSING & MATERIAL DATES
MONDAY JANUARY 13	Alaska, Asia, California, Caribbean, Cruise, India, Mexico, Pacific Northwest, Ski /Mountain Travel	CLOSE: 12/19/19 MATERIALS DUE: 12/26/19		
MONDAY JANUARY 27	Africa, China, Cruise, Europe, Hawaii, Las Vegas, Mexico, New Orleans, River Cruising, South Pacific	CLOSE: 1/2/20 MATERIALS DUE: 1/9/20	INSIDER GUIDE: HAWAII - WHAT'S NEW	CLOSE: 12/19/19 MATERIALS DUE: 12/26/19
MONDAY FEBRUARY 10	Alaska, Asia, Cruise, Cuba, Florida, Greece, Luxury Cruising, Mexican Caribbean, River Cruising, Ski/ Mountain Travel, South Africa	CLOSE: 1/16/20 MATERIALS DUE: 1/23/20	FAMILY GETAWAYS (Feb/Mar)	CLOSE: 1/2/20 MATERIALS DUE: 1/9/20
MONDAY FEBRUARY 24	Australia, Canada, China, Cruise, Europe, Expedition Cruising, Hawaii, India, Israel, Las Vegas, Mexico	CLOSE: 1/30/20 MATERIALS DUE: 2/6/20	INSIDER GUIDE: WEDDINGS/HONEYMOON/ ROMANCE	CLOSE: 1/16/20 MATERIALS DUE: 1/23/20
MONDAY MARCH 9	Alaska, Asia, Caribbean, Cruise, Mexico, Rail Adventure, South Africa	CLOSE: 2/13/20 MATERIALS DUE: 2/20/20	EXPLORER	CLOSE: 1/30/20 MATERIALS DUE: 2/6/20
MONDAY MARCH 23	California, Canada, China, Cruise, Hawaii, India, Las Vegas, Mexico, Pacific Northwest, Puierto Vallarta & Riviera Nayarit, River Cruising, Ski/ Mountain Travel, South Pacific	CLOSE: 2/27/20 MATERIALS DUE: 3/5/20	INSIDER GUIDE: EUROPE	CLOSE: 2/13/20 MATERIALS DUE: 2/20/20



# APRIL/MAY



ISSUE DATE	SECTIONS	CLOSING & MATERIAL DUE DATES	SPECIAL SECTIONS/ SUPPLEMENTS	SPECIAL SUPPLEMENTS CLOSING & MATERIAL DATES
MONDAY APRIL 6	Caribbean, Cruise, Europe, Luxury Travel, Mexico, New Orleans, River Cruising	CLOSE: 3/12/20 MATERIALS DUE: 3/19/20	FAMILY GETAWAYS (APR/MAY)  SPECIAL SECTION: WAVE AWARDS - EDITORS PICK HIGHLIGHTS	CLOSE: 2/27/20 MATERIALS DUE: 3/5/20  CLOSE: 2/27/20 MATERIALS DUE: 3/5/20
MONDAY APRIL 20	Alaska, Asia, Canada, Cruise, Greece, Israel, Las Vegas, Los Cabos, New Orleans, Ski/Mountain Travel, South Africa, South America	CLOSE: 3/26/20 MATERIALS DUE: 4/2/20	INSIDER GUIDE: HAWAII - SUMMER TRAVEL	CLOSE: 3/12/20 MATERIALS DUE: 3/19/20
MONDAY MAY 4	Australia, Caribbean, Central America, China, Cruise, Cuba, Europe, Hawaii, Luxury Cruising, Mexico, River Cruising	CLOSE: 4/9/20 MATERIALS DUE: 4/16/20	INSIDER GUIDE: LUXURY	CLOSE: 3/27/20 MATERIALS DUE: 4/2/20
MONDAY MAY 18	Africa, Alaska, Asia, Cruise, Hawaii, Las Vegas, Mexico, Rail Adventure	CLOSE: 4/23/20 MATERIALS DUE: 4/30/20	INSIDER GUIDE: ASIA/SOUTH PACIFIC	CLOSE: 4/9/20 MATERIALS DUE: 4/16/20



# JUNE JULY/AUGUST



ISSUE DATE	SECTIONS	CLOSING & MATERIAL DUE DATES	SPECIAL SECTIONS/ SUPPLEMENTS	SPECIAL SUPPLEMENTS CLOSING & MATERIAL DATES
MONDAY JUNE 1	California, Caribbean, China, Europe, Honeymoon, New Orleans, Pacific Northwest	CLOSE: 5/7/20 MATERIALS DUE: 5/14/20		
MONDAY JUNE 15	Adventure/Explorer, Asia, Australia, Caribbean, Central America, China, Cruise, Europe, Hawaii, Las Vegas, Luxury Travel, Mexican Caribbean, River Cruising, South Africa, South America	CLOSE: 5/21/20 MATERIALS DUE: 5/28/20	FAMILY GETAWAYS (JUN/JUL)	CLOSE: 5/7/20 MATERIALS DUE: 5/14/20
MONDAY JULY 13	Africa, Asia, California, Cruise, India, Mexico	CLOSE: 6/18/20 MATERIALS DUE: 6/25/20		
MONDAY JULY 27	China, Caribbean, Europe, Hawaii, Las Vegas, Mexico, Pacific Northwest	CLOSE: 7/2/20 MATERIALS DUE: 7/9/20		
MONDAY AUGUST 10	Alaska, Asia, Australia, Canada, China, Cruise, Cuba, Hawaii, Las Vegas, Los Cabos, Mexican Caribbean, River Cruising, South Africa	CLOSE: 7/16/20 DUE: 7/23/20	FAMILY GETAWAYS (Aug/Sep)  INSIDER GUIDE: HAWAII'S CULINARY SCENE	CLOSE: 7/2/20 MATERIALS DUE: 7/9/20  CLOSE: 7/2/20 MATERIALS DUE: 7/9/20



# SEPTEMBER/OCTOBER



ISSUE DATE	SECTIONS	CLOSING & MATERIAL DUE DATES	SPECIAL SECTIONS/ SUPPLEMENTS	SPECIAL SUPPLEMENTS CLOSING & MATERIAL DATES
MONDAY SEPTEMBER 7	Australia, Canada, California, Caribbean, China, Central/South America, Cruise, Europe, Hawaii, Las Vegas, Los Cabos, Mexican Caribbean, River Cruise, South America	CLOSE: 8/13/20 MATERIALS DUE: 8/20/20	INSIDER GUIDE: GROUP TRAVEL	CLOSE: 7/30/20 MATERIALS DUE: 8/6/20
MONDAY SEPTEMBER 21	Africa, Alaska, Asia, Canada, Cruise, Greece, Hawaii, Las Vegas, Mexico	CLOSE: 8/27/20 MATERIALS DUE: 9/3/20	INSIDER GUIDE: MEXICO  EXPLORER	CLOSE: 8/13/20 MATERIALS DUE: 8/20/20  CLOSE: 8/13/20 MATERIALS DUE: 8/20/20
MONDAY OCTOBER 5	Caribbean, Cancun/Riviera Maya, China, Cruise, Europe, Luxury Cruising, Mexico, Pacific Northwest, River Cruising	CLOSE: 9/10/20 MATERIALS DUE: 9/17/20	INSIDER GUIDE: HAWAII - FALL/WINTER INCENTIVES  WAVE AWARDS/ TRENDSETTERS - SPECIAL COVERAGE	CLOSE: 8/27/20 MATERIALS DUE: 9/3/20  CLOSE: 9/18/20 MATERIALS DUE: 9/24/20
MONDAY OCTOBER 19	Alaska, Asia, Australia, Canada, Cruise, Expedition Cruising, Florida, Hawaii, India, Las Vegas, Puerto Vallarta/Riviera Nayarit	CLOSE: 9/24/20 MATERIALS DUE: 10/1/20	FAMILY GETAWAYS (Oct/Nov)  CALIFORNIA PLUS  SPECIAL SECTION: TOP ADVISORS/TOP REPS	CLOSE: 9/10/20 MATERIALS DUE: 9/17/20  CLOSE: 8/27/20 MATERIALS DUE: 9/3/20  CLOSE: 9/10/20 MATERIALS DUE: 9/17/20



# NOVEMBER/DECEMBER



ISSUE DATE	SECTIONS	CLOSING & MATERIAL DUE DATES	SPECIAL SECTIONS/ SUPPLEMENTS	SPECIAL SUPPLEMENTS CLOSING & MATERIAL DATES
MONDAY NOVEMBER 2	Alaska, Asia, California, Caribbean, Central America, China, Cuba, Cruise, Cuba, Europe, Greece, Israel, Las Vegas, Luxury Cruising, Mexico: Meetings/Conventions, Mexico: Pacific Destinations, Pacific Northwest, South Africa, South Pacific	CLOSE: 10/8/20 MATERIALS DUE: 10/15/20	INSIDER GUIDE: CARIBBEAN  2021 RIVER CRUISE MANUAL SECTION	CLOSE: 9/24/20 MATERIALS DUE: 10/1/20  CLOSE: 8/27/20 MATERIALS DUE: 9/3/20
MONDAY NOVEMBER 30	Adventure/Explorer, Africa, Caribbean, China, Cruise, Europe, Hawaii, Mexico: All-Inclusive Resorts, South Pacific	CLOSE: 11/5/20 MATERIALS DUE: 11/12/20		
MONDAY DECEMBER 14	SPOTLIGHT 2021 - AN INDUSTRY LOOK AT THE YEAR AHEAD	CLOSE: 11/19/20 MATERIALS DUE: 11/26/20	FAMILY GETAWAYS SECTION (Dec/Jan)  SPOTLIGHT 2021 An Industry Look at the Year Ahead	CLOSE: 11/5/20 MATERIALS DUE: 11/12/20  CLOSE: 11/5/20 MATERIALS DUE: 11/12/20



# RATES AND SPECIFICATIONS 2020

**TRAVELAGE WEST**  
EXPLORING TRAVEL  
FAVORITES AND FRONTIERS



# TRAVELAGE WEST

## 4-COLOR PRINT

### ADVERTISING RATES



SIZE	1X	3X	7X	13X	26X
65 Column Inch - Full Tabloid Page	\$25,185	\$21,890	\$19,005	\$17,155	\$14,270
40 Column Inch - Junior Page	\$22,665	\$19,700	\$17,135	\$15,445	\$13,910
32.5 Column Inch - Tabloid Half Page (Horizontal)	\$19,275	\$16,855	\$14,620	\$13,170	\$11,905
26 Column Inch	\$16,225	\$13,440	\$11,640	\$11,105	\$9,525
20 Column Inch - Junior Half Page	\$11,880	\$10,755	\$9,000	\$8,115	\$7,325
15 Column Inch - Junior Third Page	\$8,920	\$7,775	\$6,730	\$6,130	\$5,490
10 Column Inch - Junior Quarter Page	\$5,900	\$5,175	\$4,505	\$4,055	\$3,665
5 Column Inch - Junior Eighth Page	\$3,045	\$2,780	\$2,255	\$2,035	\$1,840

### Supplier Inserts

Do you have a brochure, business reply card or other specialty print piece you'd like to distribute to TravelAge West Readers? TravelAge West accepts a variety of inserts. Each must be approved prior to running. Prices listed are based on magazine-size inserts and include postal charge for periodical postage rates only. Due to postal requirement, some inserts do not qualify for periodical postage rates. Regional splits are available. For additional costs, TravelAge West can even produce a specialty piece for you. Contact your sales representative for more information.

2020 INSERT SIZE	TOTAL AMOUNT (GROSS)
2	\$10,250
4	\$12,285
8	\$16,516
12	\$19,865
16	\$22,295

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

PRODUCTION CHARGES*	TOTAL AMOUNT (NET)
<b>TIP CHARGE</b> Up to 16 pages	\$4,030
<b>OUTSERT RATE - POLYBAG</b> Please submit sample for space cost quote. All outserts must run with a ROP full-page ad.	\$5,760
<b>CENTERSTITCH RATE</b> Please submit sample for space cost quote. All centerstitch pieces must run with a ROP full-page ad.	\$5,450

\*Production charges will be assessed when insert sample is evaluated



# TRAVELAGE WEST ADVERTISING DIMENSIONS & SPECS



## AD DIMENSIONS: 5-COLUMN TABLOID MAGAZINE



**130" Tabloid Spread**  
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



**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



**40" Junior Page**  
Non-bleed: 7"w x 10"d



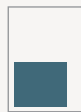
**32.5" Tabloid Half Page**  
Non-bleed: 9"w x 6.5"d  
Bleed: 10.4375"w x 6.8438"d  
(no bleed off top)  
Trim: 10.1875"w x 6.875"d



**65" - Half Tabloid Spread\***  
Live/Non-bleed: 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 (no bleed off top)



**26" Vertical**  
Non-bleed: 3.5"w x 12"d



**20" Junior Half Page**  
Non-bleed: 7"w x 5"d



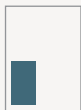
**20" Horizontal Strip**  
Non-bleed: 9"w x 4"d



**15" Square**  
Non-bleed: 5.25"w x 5"d



**15" Horizontal Strip**  
Non-bleed: 9"w x 3"d



**10" Junior  
Quarter-Page Square**  
Non-bleed: 3.5"w x 5"d



**5" Junior Eighth Page**  
Vertical non-bleed:  
1.625"w x 5"d  
Horizontal non-bleed:  
3.5"w x 2.5"d

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

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](http://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:

Michael Jackson, Production Manager, TravelAge West  
310-954-2511 / Fax: 310-954-2520  
[mjackson@travelagewest.com](mailto:mjackson@travelagewest.com)



# FAMILY GETAWAYS RATES & SPECS



## 2020 ISSUES

Issue Date: February 10.....	Close Date: 1/2/20
Issue Date: April 6.....	Close Date: 2/27/20
Issue Date: June 1.....	Close Date: 4/23/20
Issue Date: August 10.....	Close Date: 7/22/20
Issue Date: October 19.....	Close Date: 9/10/20
Issue Date: December 14.....	Close Date: 11/5/20

## ADVERTISING RATES (Print rates, gross per insertion)

SIZE	1X	2X	3X	4+X
Full Page	\$13,385	\$12,400	\$11,510	\$10,965
1/2 Page	\$7,010	\$6,520	\$6,025	\$5,740
1/3 Page	\$5,280	\$4,765	\$4,510	\$4,295
Coverwrap	\$26,485	N/A	N/A	N/A

## GATEWAY SPONSORSHIP ONE YEAR

(contact sales rep for pricing)

### GATEWAY SPONSORSHIP INCLUDES:

- 4 Leaderboards
- 1 Super Leaderboard
- 1 300x600 half-page banner

## FAMILY E-NEWSLETTER

(monthly gross rates)

### AD RATES:

- 1-6x = \$1,575 per insertion
- 7 or more x=\$1,200 per insertion

### AD UNITS:

- Horizontal banner
- Medium rectangle
- Medium rectangle with text
- Text only ad



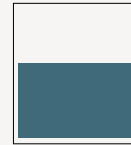
### Spread

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.

Ad materials are due on the published issue closing date.

Digital File Requirements: PDF-X1A with fonts embedded is the preferred file format. 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](http://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 "Family Getaways".
- 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: Michael Jackson, 310-954-2511 or [mjackson@travelagewest.com](mailto:mjackson@travelagewest.com)



# EXPLORER RATES & SPECS



## 2020 ISSUES

Issue Date: March 9.....Close Date: 1/30/20

Issue Date: September 21.....Close Date: 8/13/20

## ADVERTISING RATES (Print rates, gross per insertion)

SIZE	1X	2-4X
Full Page	\$11,405	\$10,445
1/2 Page	\$7,215	\$6,710
1/3 Page	\$5,435	\$5,020
Coverwrap	\$26,485	N/A



**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 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.

Ad materials are due on the published issue closing date.

Digital File Requirements: PDF-X1A with fonts embedded is the preferred file format. 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](http://www.travelagewest.com/adupload.aspx)

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- Fill in your contact information.
- Select Publication: choose "Family Getaways"
- Select the issue date.
- Select Section: choose "Family Getaways".
- 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: Michael Jackson, 310-954-2511 or [mjackson@travelagewest.com](mailto:mjackson@travelagewest.com)



# TRAVELAGE WEST 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  
11400 Olympic Blvd, Suite 325  
Los Angeles, CA 90064  
Phone: 310-954-2511 / Fax: 310-954-2520  
mjackson@travelagewest.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.



# BONUS DISTRIBUTION SHOWS



DATE	SHOW	ISSUE
MARCH 29 - APRIL 4	Mountain Travel Symposium; North Lake Tahoe, NV	MARCH 23
APRIL 21 - 23	WTTC; San Juan, Puerto Rico	APRIL 6
MAY 12 -18	Cruise3Sixty; Vancouver, BC	MAY 4
MAY 2 - 4	Global Travel Marketplace (GTM) West; Tucson, AZ	APRIL 20
JULY 31 - AUGUST 2	Global Travel Marketplace (GTM); Hollywood/Fort Lauderdale, FL	JULY 27
JULY 25 - 29	GBTA: Denver, CO	JULY 13
NOVEMBER 11 - 13	CruiseWorld; Miami, FL	NOVEMBER 2 W/ RIVER CRUISE MANUAL
NOVEMBER 30 - DECEMBER 4	USTOA Conference, National Harbor, MD	NOVEMBER 16



# TRAVELAGEWEST.COM ADVERTISING RATES



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

Ad Unit	1 week	1month
Billboard (970x250)	\$3,125*	n/a
Leaderboard or Med. Rectangle	n/a	\$2,750*
Half-Page Banner (300 x 600)	n/a	\$3,450

\*W/Video add \$500

**HOMEPAGE TAKEOVER**.....\$5,450/wk

Own all six 728x90 advertising banners on our homepage. All banners live within and in-between content to ensure maximum exposure.

**THOUGHT LEADERSHIP**.....\$10,950

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**.....\$7,250/Year

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**.....\$5,275\*/mo

Sponsor a month-long contest featuring trivia questions. Includes homepage ad, contest page w/sponsor box, marketing promotions. \*Must supply travel prize.

w/Qualified Lead Gen (reg. database)..... \$6,225/mo

w/Custom Lead Gen (reg. + 5 research questions).....\$8,450/mo

## DESTINATION GATEWAYS

Select from Adventure, Africa/Middle East, Asia, Australia/New Zealand/So. Pacific, Caribbean, C/S America, Cruise, Europe, Family, Hawaii, Mexico, River Cruise, Tour, USA/ Canada

**GATEWAY SPONSORSHIP** (own all ad units). **1 year** (contact sales rep for pricing)

Super Leaderboard, 300x600 and all rotating Leaderboards

**SEARCH SPONSORSHIP 1 year** (contact sales rep for availability and pricing)

Logo in search box, with 2 Leaderboards, Super Leaderboard, Medium Rectangle ads on search results page.

**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
	\$2,075/wk	\$1,500/wk

**WEEKLY** (every Friday)

**CRUISE/DESTINATION NEWS** (1x/month)

Asia, Cruise, Caribbean, Europe, Explorer, Family, Hawaii, Mexico, River Cruise

Product Spotlight

1-6x	7+x
\$1,575	\$1,200

\$1,875

## CUSTOM E-MAILS

HTML E-mail (to the Western Agent List)

Created by client: \$3,975 Net / Created by TAW: \$5,250

E-Postcards (1x) \$5,450 per send (4x) \$4,500 per send

additional tabs \$725 each per send

Note: Custom targeted lists are also available - pricing TBD

**WEBINARS**.....\$14,250 Net

Own this hour-long presentation or have a discussion with an on-air host.

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

Showcase your brand through custom interactive pages, rich imagery, multimedia capabilities and a broad marketing package.

## MOBILE BANNER ADVERTISING:

**Horizontal Banner (max 6)**.....\$2,575/Month

Mobile Sponsorship.....\$2,750/Week

**SOCIAL.amp**.....\$2,625/Month

Amplifies your highly relevant content to premium travel audiences. Feature popular/ social posts from Facebook, Instagram, Twitter as display ads on TravelAgeWest.com.

Click link for all digital specs: [www.TravelAgeWest.com/specs](http://www.TravelAgeWest.com/specs)



# 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.



# GENERAL TERMS AND CONDITIONS



## NORTHSTAR TRAVEL MEDIA LLC STANDARD TERMS AND CONDITIONS

The following standard terms and conditions are agreed to by Northstar Travel Media, LLC ("Northstar") and the Advertiser or Agency (if any), one of whose signature appears on the Targeted Promotion Agreement ("Advertiser/Agency"), with respect to any targeted promotion (the "Promotion") undertaken by Northstar pursuant to the Targeted Promotion Agreement.

1. Representations and Warranties. Advertiser/Agency represents and warrants that it is fully authorized and/or licensed to publish the entire contents and subject matter contained in the Promotion, including without limitation (i) the names, portraits and contents and subject /or pictures of any persons living or dead, (ii) any copyrighted material trademarks and/or depictions of trademarked goods and services, and (iii) any testimonials or endorsements contained in any information or art submitted to Northstar as part of the Promotion, Advertiser/Agency also represents and warrants that the entire contents of the Promotion are accurate and complete and are not misleading.

2. Limitation of Liability. Northstar shall not be liable for, and Advertiser/Agency hereby releases Northstar from, all liability in connection with (i) errors in map location indicators, telephone/telex/facsimile/e-mail numbers or changes in a Promotion's text and rates required by an advertiser, (ii) any loss, claim, damage, liability cost or expense (including consequential damages) as a result either of the failure of Promotion(s) to appear or of the appearance of any errors in the Promotion as published or the inclusion of any Promotion in any release and (iii) any delays in delivery and/or non-deliver of a Promotion by or on behalf of Northstar in the event of an act of God, action by any government or quasi-governmental entity, fire, flood, accident, insurrection, riot, explosion, terrorism, embargo, strike (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slow down or any condition beyond the control of Northstar affecting production or delivery in any manner.

3. Indemnification. Advertiser/Agency agrees to indemnify and save harmless Northstar and its owners, employees, officers, directors and agents against all loss, liability damage and expense of any nature (including reasonable attorneys' fees) arising out of the copying, printing or publishing of the Promotion or inclusion of any of the Promotion in the publication(s) specified and resulting from (i) any claims or suits against any one of them including without limitation, claims or suits for liable, violation of rights of privacy and publicity, unfair competition, intentional or negligent infliction of emotional distress and copyright and/or trademark infringement, (ii) violation of applicable federal, state or local laws or regulations or (iii) the inaccuracy, incompleteness or misleading nature of the Promotion supplied by Advertiser/Agency.

4. Content of Promotions. Contents of all Promotions are subject to Northstar's approval. Northstar reserves the right to reject any promotion or space reservation at any time if Northstar deems the promotion to be unacceptable.

5. Positioning of Promotions. Positioning of Promotions is at the discretion of Northstar except when an arrangement for a specific preferred position is acknowledged by Northstar in writing.

### 6. Rates

A. Rates based on participation in the specified number of consecutive editions, are set forth on the Rate Card and are guaranteed only for the contract period. Less than the specified number of consecutive insertions will be billed at the current one-time rate for the issue in which the Promotion appears. Rates appearing on the Rate Card are gross and do not include agency commission, if any.

B. Rates are subject to change on notice from Northstar. However, contract may be cancelled at the time the change in rate becomes effective without incurring a short rate adjustment, provided the contract rate had been earned up to the date of cancellation. Cancellation of space for any other reason will result in an adjustment of the rate (short rate to reflect the actual space used at the prevailing rate card rates).

C. Frequency discounts based on participation in the specified number

of consecutive editions are available for rate card rates, individual advertisers, chains, management groups or other organized groupings based on total ad pages ordered and are applied at each issue's billing. If a higher discount is earned due to a high level of participation, it shall not be retroactive. "Earned" discounts (i.e., those based on actual space contracted and previously published) enable the advertiser to receive a higher (or lower) discount, relative to the total ad pages for that issue's billing.

D. 15% of gross to recognized advertising agencies on space billed directly to the agency provided authorized contract is on file. All orders accepted for space are subject to credit requirements.

E. No coupons or reply cards will be accepted in any Promotions.

F. If Promotions are cancelled or rescheduled by Advertiser/Agency within 10 business days of send date a 20% fee plus any production costs incurred by Northstar will be charged.

7. Billing. The publication(s) specified are published, and the Advertisers/Agencies will receive invoices in accordance with the publication(s) period specified. Terms are net 30 days. The Advertiser/Agency shall be jointly and severally liable for all amounts due and payable to Northstar for the advertising space or information which the Advertiser/Agency ordered. All online Advertisers/Agencies will be billed at the time their program begins for the full amount or prorated amount for Advertisers/Agencies who sign up with less than twelve months remaining on their existing print contract.

8. Production Requirements. Materials not received by Northstar's production department by closing date cannot be quality checked and will not be entitled to approval or revision by Advertiser/Agency. Northstar may exercise the right to publish existing material to fulfill contracts if new material is not received by closing date. No material extensions will be granted unless accompanied by a space order. Other production requirements for Promotions are set forth on the Rate Card and within the promotional package.

9. Use of Promotions Materials. Advertiser/Agency agrees to allow Northstar to use the Advertiser/Agency's materials for promotion including, but without limitations, activities such as display at travel agencies, hotels, and industry events; illustration in sales materials and brochures relating to the publication(s) specified; and use in public relation activities, etc.

10. Compliance with Law. Advertiser/Agency shall ensure that all promotions comply with all applicable federal, state and local laws and regulations.

### 11. Miscellaneous

A. The general terms and conditions contained herein shall be binding on Northstar and Advertiser/Agency. Northstar shall not be bound by conditions printed or appearing on order blanks or copy instruction submitted by or on behalf of the Advertiser/Agency and shall be governed by and construed in accordance with the laws of the state of New Jersey.

B. Northstar shall have the right, upon reasonable written notice, to terminate this Agreement, in the event of material breach of the Agreement by Advertiser/Agency.

C. Advertiser may not assign any of its rights or obligations hereunder, other than to a purchase of all or substantially all of the assets of Advertiser who agrees in writing to be bound by all of the terms and conditions of this agreement, and who agrees to assume all of Advertiser's liability hereunder. Any other purported assignment by Advertiser shall be null and void and of no effect.

D. Advertiser/Agency hereby grants Northstar a perpetual worldwide right and license to use, display, publish, distribute, digitize, copy, perform, license, sublicense, transfer, make available or transmit any photographs provided by Advertiser/Agency hereunder, insofar as such photographs shall have been provided without inclusion of advertising copy or similar not-photographic materials, in any media or format not known or hereafter devised, in connection with the Northstar Travel Media, LLC database of travel-related information.

12. Commission and Credit. 15% to recognized agencies: Net 30 days. It is understood that all orders are accepted for space subject to our credit requirements.

