

WTA TRAVEL TALK

REACH

18,500

TRAVELERS AND TRAVEL ENTHUSIASTS EACH WEEK

EACH WEEK

MEDIA KIT





MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET


ADVERTISING OPTIONS

- A LEADERBOARD**
This premier position provides your company with top exposure and quality traffic.
- B LOWER LEADERBOARD**
The lower leaderboard gives your company a prominent position right under the association's masthead.
- C/1 TOP/BOTTOM SKYSCRAPER**
A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.
- D/1 TOP/BOTTOM BANNER**
Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.
- E PRODUCT SHOWCASE**
Showcase your latest product with this placement and include a photo, 50-word description and link to your site.
- F FEATURED COMPANY AD**
Integrated into the feel of the brief, a featured company ad targets your buying audience with an image and 25-word description.
- G TRADITIONAL TEXT AD**
Leverage the power of words with a 15-word text ad to drive traffic to your website.



This message contains images. If you don't see images, click here to view.
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A  **CELEBRATE THE HOLIDAYS WITH US 'TIS THE SEASON FOR FUN!** 



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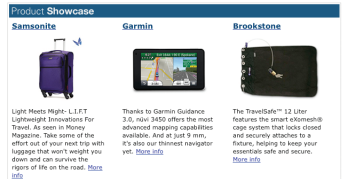


B  **'Tis The Season of Giving Give The Gift of A Destination** 


C 



D  **New Year's Eve deals: 11 family getaways**
Prommer's 
Many resorts offer family fun right up until the stroke of midnight. Ring in the new year with these hotel packages for families, which include New Year's Eve parties for kids and adults alike. In one case, a hotel even offers babysitting the morning after so you can slowly ease into 2012. [More](#)



 **Kids' top-secret tips for family travel**
The Huffington Post 
A panel of a dozen kids ages six to 15 provides some uncensored advice on how to make family travel go more smoothly. The panel offers suggestions to adults and reach out to other kids with tips for "making parents do what you want them to." These suggestions may also be of use to savvy parents who want to be prepared. [More](#)




 **Book an all-inclusive vacation right after the holidays**
Budget Travel 
Snagging a major discount is often as simple as avoiding peak travel times. Try an all-inclusive resort just after the Christmas-New Year's holiday period. Budget Travel provides some examples of tropical all-inclusive resorts that offer discounted prices after the holidays. [More](#)


E  **Product Showcase**
Samsonite  
Light Meets Weight: L.L.E.T. Lightweight Innovations For Travel. As seen in Money Magazine. Take some of the effort out of your next trip with luggage that won't weigh you down and can survive the rigors of life on the road. [More info](#)
Thanks to Garmin Guidance 2.0, Hiviz 345 offers the most advanced mapping capabilities available. And at just 9 mm, it's also our thinnest navigator yet. [More info](#)
The TravelSafe™ 12 Liter features the small aluminum cage system that locks closed and securely attached for a future, helping to keep your equipment safe and secure. [More info](#)

C1  **Get 1 Week for the price of a day!**
[Buy Now!](#)

G  **Myrtle Beach, South Carolina, area campgrounds take top industry awards**
The Sun News 
Some of the country's highest-rated campgrounds in recent surveys call the Grand Strand home, filling an accommodations niche for visitors looking for a different kind of beachside place to stay. Ocean Lakes Family Campground, Myrtle Beach Travel Park and Willow Tree Resort – all in South Carolina – won A ratings in the recent GuestRated.com survey done in conjunction with the National Association of RV Parks and Campgrounds. [More](#)

D1  **Hertz.com** 

F  **Featured Companies**
 **Marriott**
Together with our owners and franchisees, we're taking Marriott to a new level of global growth, launching innovative new brands, and expanding in emerging markets. [More](#)
 **Amtrak**
Learn all about what makes Amtrak unique – the history, trains, service and identity facts, commitment to energy efficiency, culture, career opportunities and much more. [More](#)

Travel trends and tips for 2012
Fox News 
A recent Trip Advisor survey of more than 2,700 U.S. travelers revealed beaches and cultural sites are among the "top trip picks" for the coming year. Travel expert Betty Miller provides some more insight into what can be expected in 2012. [More](#)

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Presented by **MULTI TRAVEL**
7701 Lak Collier Rd, Ste. 800, Irving, TX 75063

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.

SEE PRICING NEXT >>>

AD RATES & SPECS

Prices are for participation in 13 emails to 18,500 travelers and travel enthusiasts (one 90 day cycle)



Leaderboard
\$2500

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
40k



Lower Leaderboard
\$2250

Image Dimensions
580x70

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Banner
\$2000/\$1750

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Skyscraper
\$2000/\$1750

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
40k



Product Showcase
\$1250

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Text **five word headline, fifty word description**
Image Dimensions **175x125** File Format **JPEG, GIF**

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Featured Company Ad
\$1000

Text **five word headline, twenty-five word description**
Image Dimensions **125x100** File Format **JPEG, GIF**



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Traditional Text Ad
\$500

Text **five word headline, fifteen word description**
Image Dimensions **120x50** File Format **JPEG, GIF**

THE WTA TRAVEL TALK, POWERED BY
MULTIBRIEFS, PROVIDES WEEKLY NEWS
AND INFORMATION TO TRAVELERS AND
TRAVEL ENTHUSIASTS.

The news tackles today's most relevant issues, gathered from sources like The Associated Press, The New York Times, Financial Times and the leading industry publications. Delivered to the inboxes of travelers and travel enthusiasts across the nation, WTA Travel Talk keeps professionals informed of topics that impact the daily operation of their business. Subscribers are decision-makers with purchasing power—the top-tier professionals.

WTA TRAVEL TALK
IS A PROFESSIONAL RESOURCE FOR

NEWS
IDEAS+

TOP TEN REASONS TO ADVERTISE IN WTA TRAVEL TALK:



CREDIBLE SOURCE

For 13 years, our members have turned to the association as the informational authority of the industry. Advertising in WTA Travel Talk solidifies your place among weekly information provided to WTA members.



TARGETED DISTRIBUTION

Advertising in WTA Travel Talk allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



OPT-IN SUBSCRIBER LIST

Subscribers to WTA Travel Talk have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



FREQUENCY

Frequency builds awareness. As a weekly publication, WTA Travel Talk ensures your ad will be seen weekly by our 18,500 subscribers.



AFFORDABLE

Advertising in WTA Travel Talk is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of WTA Travel Talk has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in WTA Travel Talk.



TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response your campaign, immediately quantifying your ROI.