

TGA INDUSTRY NEWS BRIEF

REACH 4,600

TRAVEL GOODS PROFESSIONALS

EVERY 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/1 SKYSCRAPER/HALF SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

C/1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

D PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

E CALLOUT TEXT AD

Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.

F 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 **Intelligent Luggage**

Travel Goods Association **Industry News Briefs**

Momentum continues to build for The 2010 Travel Goods Show

Travel Goods Association **Share** **Like** **Retweet** **Comment**

More new exhibitor sign-ups, more inquiries from new buyers, and more programs that will make this a more successful show for exhibitors and buyers alike. The latest Show news includes the announcement of TGA's "Lunch and Learn" sessions -- an opportunity to take a breather, grab some food and absorb expertise from some incredible speakers. [MORE](#)

C **David King & Co., Inc.**

Certificate program helps to upgrade sales skills

Travel Goods Association **Share** **Like** **Retweet** **Comment**

TGA has updated the Travel Goods Specialist Certificate Program, and we're rolling it out at the 2010 Travel Goods Show. New product info, streamlined course content and up-to-date security regulations and travel recommendations make TGSCP 2.0 the fastest way to get your sales force up to speed and help add real value to your customers' shopping experience. The Travel Goods Specialist Certificate Program trains sales associates to assess customer needs and zero in on products that will resonate with customers. By educating your sales team on the latest in materials technology and product design, TGSCP 2.0 helps them make travel an easier, more rewarding experience for your customers, turning them from one-time visitors into frequent shoppers -- and that's good business. Stop by TGA Booth #703 to learn how Version 2.0 of the Travel Goods Specialist Certificate Program can help your sales team add to your bottom line. [MORE](#)

B **Calvin Klein**

Travelpro®

B1 **Travelpro®** has been the brand of choice for flight crews and frequent travelers worldwide. [More info](#)

F **U.S. travel industry positions itself for gradual recovery in 2010**

Focus of Travel News **Share** **Like** **Retweet** **Comment**

With the arrival of the New Year, some encouraging signs show that the travel industry is poised for a gradual recovery. Recent GDP numbers reflect a positive trajectory and job losses have abated. Still, though, American consumers have adopted more conservative spending patterns and now maintain the highest savings rate observed in the past eight years. Survey results also suggest that both business and leisure travelers will sharpen their travel planning and purchasing skills further to ensure they don't overpay. [MORE](#)

C1 **MAKE TRACKS TO**

Travel Tech Review: Planning with DuffelUp.com

T4 **Share** **Like** **Retweet** **Comment**

What do a cork board, sticky notes, note cards and an Apple-style interface have in common? Travel planning of course. Start-up DuffelUp.com is trying to carve out its niche in the crowded online trip-planning space by offering something a little different: an interface that is simple and familiar. When you plan a trip with Duffel, you create a "Duffel" (presumably like a duffel bag) and collect things to do, accommodations and notes that are all organized on your cork board as sticky notes and note cards. [MORE](#)

E **Executive Two-Pocket Portfolio from Piel Leather**

Thumb release buckles open to two front pockets, zippered rear pocket. Inside organizer and zip pocket. Top handle for easy carrying and adjustable/detachable shoulder strap. [MORE](#)

D **PRODUCT SHOWCASES**

Autocross Passport Wallet **TSA-Proof MyStrap™** **Lightweight Rolling Duffel from Case Logic**

All three straps included in our exclusively developed Autocross Leather Collection, the Passport Wallet is specially designed to safely and discreetly carry your passport and monetary items while traveling. Supple full-grain pebbled leather keeps valuable items in a passport pocket. Five card slots, full length multi-purpose pocket, and SIM card pocket. [More info](#)

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TGA Industry News Briefs

Ben Matlock, Director of Advertising Sales, 813-420-7033 Download media kit: [Pamela McCoy, Content Editor, 468-422-2653](#) Contribute news

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Recent issues

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

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AD RATES & SPECS

Prices are for participation in 13 emails to the 4,600 Travel Goods Professionals (one 90 day cycle)



Leaderboard
\$3500

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
120k



Top/Bottom Banner
\$3000/\$2750

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
50k



Skyscraper/Half Skyscraper
\$3000/\$2500

Image Dimensions
120x600
120x300

File Format
JPEG, GIF

Max File Size
150k
75k



Product Showcase
\$2950

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



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Callout Text Ad
\$2000

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



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Traditional Text Ad
\$1500

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

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THE TGA INDUSTRY NEWS BRIEFS, POWERED BY MULTIBRIEFS, PROVIDES WEEKLY NEWS AND INFORMATION TO TRAVEL GOODS PROFESSIONALS NATIONWIDE.

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 manufacturers, distributors, retailers, promoters, sales representatives and suppliers of luggage and travel products, the TGA Industry News Briefs keeps professionals informed of topics that impact the daily operation of their business. Subscribers are decision-makers with purchasing power - the top-tier professionals in the industry.

TGA INDUSTRY NEWS BRIEF
IS A PROFESSIONAL RESOURCE FOR

NEWS
IDEAS+

TOP TEN REASONS TO ADVERTISE IN TGA INDUSTRY NEWS BRIEF:



CREDIBLE SOURCE

For years, our members have turned to the association as the informational authority of the industry. Advertising in TGA Industry News Briefs solidifies your place among weekly information provided to TGA members.



TARGETED DISTRIBUTION

Advertising in TGA Industry News Briefs 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 TGA Industry News Briefs 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, TGA Industry News Briefs ensures your ad will be seen every week by our 4,600 subscribers.



AFFORDABLE

Advertising in TGA Industry News Briefs 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 TGA Industry News Briefs 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 TGA Industry News Briefs.



TRACK CAMPAIGN EFFECTIVENESS

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