

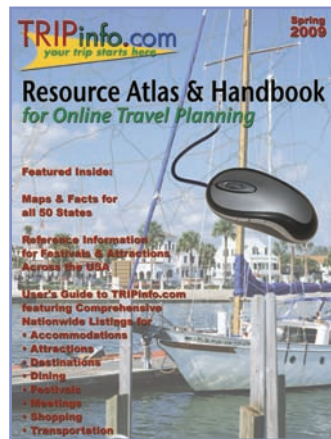
# Print

## Brand Your Image, Logo & Slogan Where They Plan: TRIPinfo.com's RESOURCE ATLAS & HANDBOOK

### SPECIFICATIONS

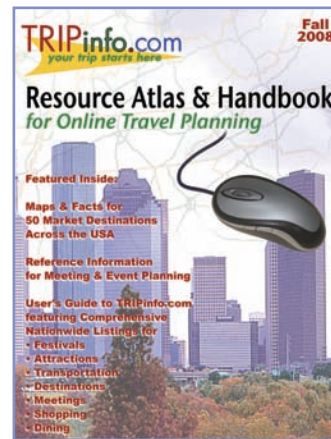
- MARKET:** 37% of Travel Expenditures - ALL Trade Categories & International  
**FORMAT:** Trim 8" x 10 7/8", Bleed 8 1/4" x 11 1/8", Saddle Stitched  
**QUALITY:** 84 Pages (+), 100% 4-color, 45# Gloss Stock, 100# Gloss Cover  
**CONTENT:** Destination Selection & Planning Information for Travel Professionals  
**MAPS:** 50 State Maps (Spring) and 50 Market Maps (Fall) with Advertiser Locations Highlighted

#### SPRING EDITION



Deadline March 1 for  
Spring Release

#### FALL EDITION



Deadline September 1  
for Fall Release

### CIRCULATION

30,000 targeted travel professionals for applicable edition.

	<u>SPRING</u>	<u>FALL</u>
Meeting Planners	—	18,000
Group Travel Leaders	14,000	—
Travel Agents	8,000	8,000
Tour Operators	3,500	—
Other Travel Professionals	4,500	4,000
Totals	30,000	30,000

**INTERNET:** Advertisers receive links from TRIPinfo.com's table & market pages.

**RESPONSE:** Advertisers receive monthly reports of filtered website traffic click-thru reports on their specific campaign. They also receive quarterly ROI reports.

### RATES

One of the Lowest Cost Per Thousand of Any Travel Trade Publication...

<u>SIZE/FREQUENCY</u>	<u>1X</u>	<u>2X</u>
Full Page, 4C	\$5,015 net* (\$5,900 gross)	\$4,263 net* (\$5,015 gross)
Half Page, 4C	\$2,975 net* (\$3,500 gross)	\$2,529 net* (\$2,975 gross)
Quarter Page, 4C*	\$1,658 net* (\$1,950 gross)	\$1,445 net* (\$1,700 gross)
1/8 Page Photo Ads*	\$995 net* (\$1,170 gross)	\$850 net* (\$1,000 gross)

All Rates are eligible for a 5% pre-pay discount.

\*1/4-page ads and 1/8th Page Photo Ads are formatted & produced free by TRIPmedia.

\* Net after discounts and agency commissions



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 For complete presentation, please click Media Kit at: <http://www.TRIPinfo.com>

01/01/09