

# TRAVEL AGENT CENTRAL

## Digital & E-Marketing Rate Card

OFFERING	TRAVELAGENTCENTRAL.COM		DAILY NEWS & DEALS ALERT	THEMED NEWSLETTERS	WEEKLY: Cruise, Europe, Caribbean  TWICE MONTHLY: Vegas, Mexico & Latin America, Hawaii & South Pacific  <i>Distribution Varies.</i>
	Run of Site (ROS)+	Area / Category Specific (STATIC)**	Net Weekly	Net Per Newsletter	
Leaderboard Ad (728 x 90)	\$2,750	\$2,000			
Medium Rectangle Position Top (300 x 250)	\$2,250	\$1,750			
Medium Rectangle Positions 2 & 3 (300 x 250) (bottom)	\$1,500	\$1,000			
Half Page Ad (300 x 600)	\$2,250	\$1,750			
Skyscraper Ad (160 x 600)	\$2,000	\$1,500	\$1,750	\$1,000	
Newsletter Banner Position Top (468 x 60)			\$2,000	\$1,500	
Newsletter Banner Position Bottom (468 x 60)			\$750	\$500	
Half Skyscraper Ad (160 x 240) (below fold)				\$750	
Featured Supplier (150 words + 160 x 60 graphics) (above stories)*				\$1,800	
Deal Ad (Site/Daily News) <b>Net Weekly Rate</b> <i>Deals appear on multiple site pages and the daily newsletter</i>	\$950	N/A	\$950		
Video Channel Sponsorship (300 x 250 + 725 x 50)		\$2,000			
Video Channel Sponsorship with Pre-roll Video (300 x 250 + 725 x 50)		\$3,000			

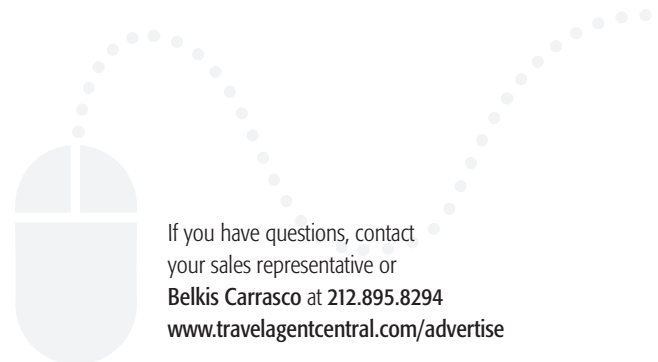
+ (ROS) ad unit is rotated based on number of rotations set for that unit throughout the site but may not include certain category pages.

\*\* Number of pages varies based on area/category

• Themed newsletters only

### Custom Offerings

<b>Email Blasts to Selection of Database</b>	Cost / M
Mailing to TA Goliath Database of 80,000 Agents NOTE: Email blasts over 30,000 agents \$250 setup fee Email blasts under 30,000 agents \$150 setup fee	\$75/M
Additional Selects	\$10/M
<b>Digitization of Brochures</b>	Rate
Distribution to 30k Travel Agent Select (1-10 pages)	\$2,700
Distribution to 30k Travel Agent Select (11-30 pages)	\$3,200
Distribution to 30k Travel Agent Select (31-60 pages)	\$4,100
<b>Digital Postcards &amp; Specialty Promotions</b>	Rate
Digital Postcard Including Email Distribution to 60,000 Agents (standard)	\$3,500
Digital Postcard Including Email Distribution to 60,000 Agents (premium)	\$8,000
Digital Scratch-off and Win Promotion (includes 30k email blast)	\$15,000



If you have questions, contact your sales representative or **Belkis Carrasco** at 212.895.8294  
[www.travelagentcentral.com/advertise](http://www.travelagentcentral.com/advertise)