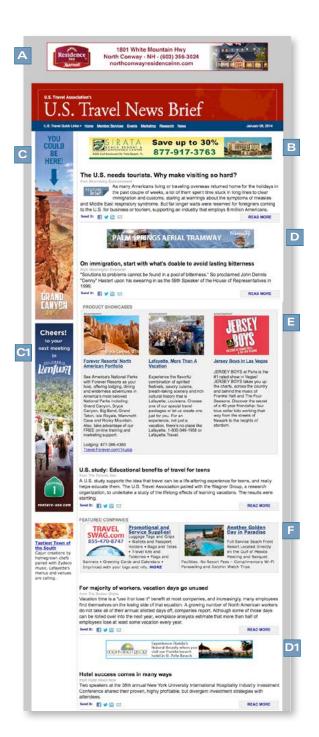
U.S. TRAVEL NEWS BRIEF US TRAVEL INDUSTRY PROFESSIONALS U.S. TRAVEL



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

SEE PRICING NEXT >>>

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 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.

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.

AD RATES & SPECS

Prices are for participation in 13 emails to the 15,000 U.S. travel industry professoinals (one 90 day cycle)

Leaderboard \$4400

Image Dimensions

File Format

Max File Size

728x90 JPEG, GIF

Lower Leaderboard \$4000

Image Dimensions File Format **580x70 JPEG, GIF**

File Format Max File Size
JPEG, GIF 40k

Top/Bottom Banner \$3750/\$3500

Image Dimensions **468x60**

File Format

Max File Size

JPEG, GIF

Skyscraper/Half Skyscraper \$3750/\$3500

Image Dimensions 120x600 120X300 File Format

Max File Size

JPEG, GIF

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Text five word headline, fifty word description Image Dimensions 125x100 File Format JPEG, GIF

CONTACT US

TOM CRIST

SALES DIRECTOR, MULTIBRIEFS 972.402.7724 Lorem ipsur Lorem ipsum dolor sit ame consectuter adipiscing Featured Company Ad \$2500

Text five word headline, twenty-five word description Image Dimensions 125x50 File Format JPEG, GIF THE U.S. TRAVEL NEWS BRIEF, POWERED BY MULTIBRIEFS,
PROVIDES WEEKLY NEWS AND INFORMATION TO LEADERS IN
THE U.S. TRAVEL INDUSTRY.

The U.S. Travel News Brief 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 industry professionals that represent every segment of the \$740 billion U.S. travel industry, the U.S. Travel News Brief 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.

U.S. TRAVEL NEWS BRIEF IS A PROFESSIONAL RESOURCE FOR



TOP TEN REASONS TO ADVERTISE IN

THE U.S. TRAVEL NEWS BRIEF:



CREDIBLE SOURCEFor years, our members have turned to the association as the informational authority of the industry. Advertising in the U.S. Travel provided to USTA members.



TARGETED DISTRIBUTION

Advertising in the U.S. Travel News Brief 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.



Subscribers to the U.S. Travel News Brief 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



RELEVANT CONTENT



FREQUENCY

Brief ensures your ad will be seen every week by our 15,000 subscribers.



AFFORDABLE

Advertising in the U.S. Travel News Brief 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 the U.S. Travel News Brief has a limited number of ad spaces, allowing

your ad to get maximum exposure. A limited number of ads equals higher visibility.





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 the U.S. Travel News Brief.



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