

U.S. TRAVEL NEWS BRIEF

REACH

15,000

US TRAVEL INDUSTRY PROFESSIONALS

EVERY WEEK

MEDIA KIT



# MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

The sample page is a U.S. Travel News Brief from January 06, 2014. It features a masthead with the U.S. Travel Association logo and navigation links. The main content includes several articles with 'READ MORE' links. Ad placements are indicated by letters in blue boxes: A (Residence Inn banner), B (Sirata Hotels ad), C (vertical 'YOU COULD BE HERE!' ad), C1 (vertical 'Cheers! to your next meeting in Las Vegas' ad), D (Palm Springs Aerial Tramway ad), D1 (vertical 'YOU COULD BE HERE!' ad), E (Jersey Boys ad), F (Travel Swag.com ad), and F (Another Golden Day in Paradise ad).

## 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/C1 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/D1 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.

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 the 15,000 U.S. travel industry professionals (one 90 day cycle)



Leaderboard  
**\$4400**

Image Dimensions  
**728x90**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Lower Leaderboard  
**\$4000**

Image Dimensions  
**580x70**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Top/Bottom Banner  
**\$3750/\$3500**

Image Dimensions  
**468x60**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Skyscraper/Half Skyscraper  
**\$3750/\$3500**

Image Dimensions  
**120x600**  
**120X300**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Product Showcase  
**\$3600**

Lorem ipsum dolor  
 Lorem ipsum dolor  
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 do eiusmod tempor  
 incididunt ut labore et  
 dolore magna aliqua.  
 Ut enim ad minimum  
 veniam, quis nostrud  
 exercitation ullamco  
 laboris nisi. [More](#)

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

# CONTACT US

**TOM CRIST**  
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tcrist@multiview.com



Lorem ipsum  
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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

NEWS  
IDEAS+

# TOP TEN REASONS TO ADVERTISE IN THE U.S. TRAVEL NEWS BRIEF:



## CREDIBLE SOURCE

For years, our members have turned to the association as the informational authority of the industry. Advertising in the U.S. Travel News Brief solidifies your place among weekly information 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.



## OPT-IN SUBSCRIBER LIST

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 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, the U.S. Travel News 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.



## 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 the U.S. Travel News Brief.



## TRACK CAMPAIGN EFFECTIVENESS

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