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A WORLD OF TRAVEL NEWS AND INSIGHT

FORMAT: Online access to Canada's leading publications, Canadian Travel Press and Travel Courier. Travelpress.com is updated daily with breaking news and informed analysis.

CONTENT: Travelpress.com provides an easy access point for all Baxter Travel Media digital editions including Canadian Travel Press, Travel Courier, Personnel Guide, Resource Guide, and more. The travel industry makes travelpress.com its one-stop-shop for news, views, calendar of events, surveys, fairs, bulletin boards and contests unique to the site.

ADVERTISING FEATURES: Main page, destination features, news archives, job postings, responsible travel and tourism, Clearing Calendar and more.

AUDIENCE: The highest web traffic of Canadian travel trade web sites audited by CCAB (March, 2011 statement). With continual updates several times a day, travel agents know they can rely on travelpress.com for up-to-the-minute news.

IDEAL FOR: reaching a fast paced, quick moving industry. Pull technology guarantees a qualified audience.

ADVERTISING

RATES:

First page	per month
Position A - 360 x 80 pixels	750
Position B - 360 x 80 pixels	750
Position C - 360 x 50 pixels	500
Position D - 180 x 50 pixels	250
Position E - 180 x 360 pixels	1,000
Clearing Calendar (visible on every page of the site) 180 x 50 pixels	250

MATERIAL SPECIFICATIONS



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- Printed offset (133-150 line screen) on 60# Gloss stock with a 5% maximum dot gain (C/M/Y/K colour rotation). Saddle-stitched.
- Material should be supplied as Press-optimized PDF with all fonts embedded and subset, and created from a postscript file without OPI. All colours must be CMYK including gradients, and colour management must be set to none. DeviceN shading/colour and patterned tiles must be CMYK based. Digital files can be submitted on DVD, or CD, and must include a composite laser proof. Files can also be uploaded to our ftp site at

www.travelpress.com/ftpupload.html. A proof-quality PDF must be included with all digital submissions.

- Material supplied digitally cannot be guaranteed for accuracy of reproduction or colour.
- Publisher will not be responsible for reproduction of colour, unless contract film proofs are supplied.
- Shipping costs and/or customs duty, if payable, will be charged back to the advertiser. 10% handling charge is applicable.
- Where required, production costs will be charged back to the advertiser.

TRAVELBLAST MATERIAL SPECIFICATIONS - in order of preference

- 1) Single-page high resolution PDF, or Microsoft Word file - maximum page size 8-1/2" wide x 11" deep.
- 2) Graphic formats: JPEG, GIF, TIF, or EPS files - 680px wide x 880px deep (maximum) at 72dpi,
- 3) HTML files as attachments (not embedded in the body of an email) - 680px wide x 880px deep (maximum).

ONLINE BANNER MATERIAL SPECIFICATIONS

72dpi at 100%

BMP, JPEG, GIF or animated GIF

Three (3) frames maximum

MATERIAL DELIVERY:

FROM WEB BROWSER: Using a web browser go to <http://www.travelpress.com/ftpupload.html> and follow the five steps. A password or user name is not required. Please note, files not supplied as PDF must be collected and compressed using WinZip, Stuffit or DropStuff, and file names cannot contain the \ or / (forward or back-slash symbols). A white screen will confirm that the upload has been successful.

FROM FTP SOFTWARE: Using FTP-client software such as Cyberduck, Fetch, FileZilla, etc.

HOST: 174.143.45.110

USER ID: baxterftp

PASSWORD: Upload4public

Please send e-mail notification to wlabourn@baxter.net and cc to craigt@baxter.net when upload is complete. Include exact file name and selected destination directory.

PRODUCTION CONTACT INFORMATION:

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