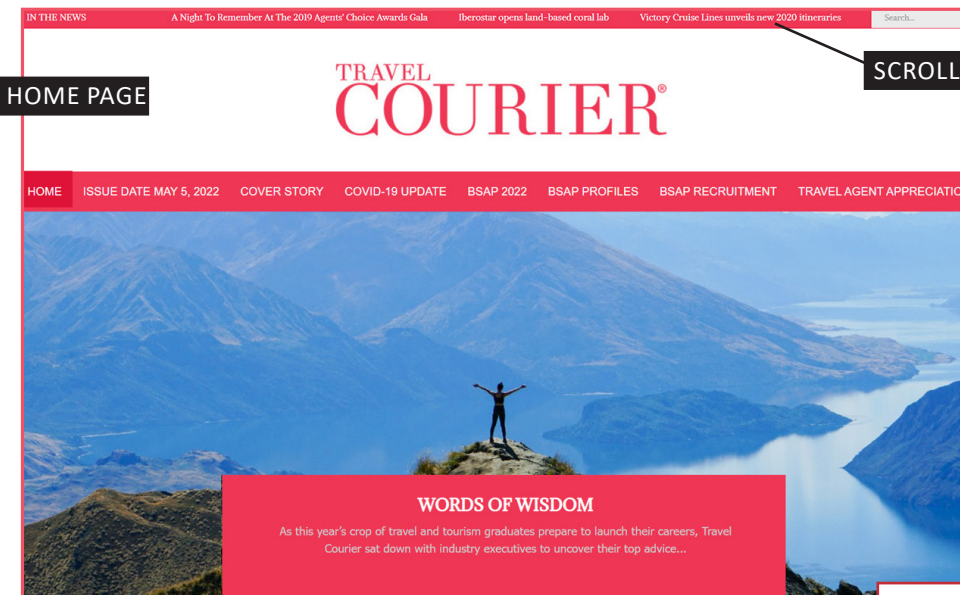


TRAVEL COURIER®

DIGITAL ONLY - SPECIFICATIONS



HOME PAGE

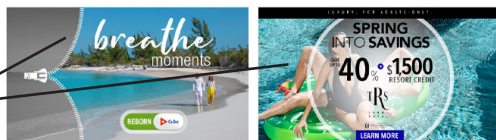
SCROLLING MARQUEE

TRAVEL COURIER DIGITAL is delivered weekly to subscribers' inboxes and accessible anywhere, anytime at travelcourier.ca.

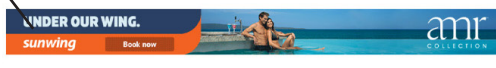
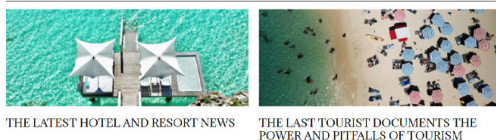
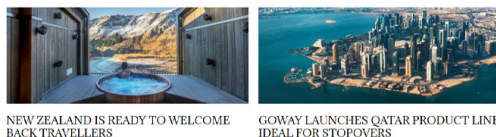
This digital approach to reading and interacting with the Travel Courier brand allows content to come alive as well as giving additional opportunities to the advertiser to reach Canada's travel agent community in new ways with increased options for social media sharing.

FRONT PAGE FEATURE AD

LINKS TO INSIDE PAGE SHOWCASE

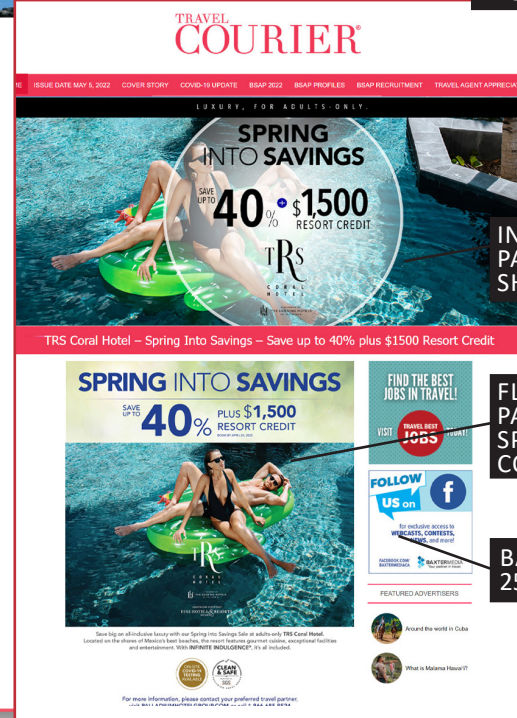


TOP STORIES



BANNER 970 x 90 px

INSIDE PAGE



INSIDE PAGE SHOWCASE

FLYER PAGE OR SPONSORED CONTENT

BANNER 250 x 250 px

MECHANICAL SPECIFICATIONS:

NOTE: All dimensions are width x depth in pixels

Sponsored Content - Includes up to 700 words, 3-5 high resolution images, photo gallery (up to 16 images- multiples of 4), rich media/video (YouTube embed or link).

Front Page Feature banner (620 x 350 pixels) - jpeg, png or animated gif format - clicks through to sponsored content or flyer page.

Flyer Page (1,328 x 1,650 pixels) - jpeg or png format. Features one primary link.

Inside Page Showcase Banner (1,875 x 750 pixels) - jpeg or png format - IMPORTANT! Live area- 625 x 750 pixels (center 1/3); To accommodate viewing on mobile devices, text and logo(s) must be kept within the center 1/3 of the banner.

HOME Page or Inside Page banner (970 x 90 pixels) - jpeg, png or animated gif.

Inside Page Sidebar banner (250 x 250 pixels) - jpeg, png or animated gif.

ADVERTISING POSITIONS (subject to availability):

Sponsored Content (See mechanical specifications for inclusions)

Front Page Feature and Inside Page Showcase banner(s) only

Slider

Flyer Page

Inside Page Showcase

Banner HOME Page

Banner Inside Page

Banner Inside Page Sidebar

Scrolling Marquee

www.travelcourier.ca

TRAVEL COURIER®

PRINT ONLY - SPECIFICATIONS

TRAVEL COURIER®

DIRECT ACCESS TO CANADA'S TRAVEL AGENTS



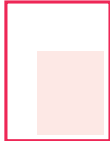
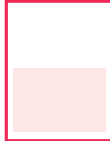

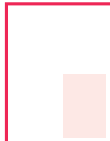
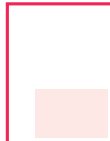


CONTENT: Travel Courier is all about what's the latest news... new products suppliers are featuring, hot destinations for the upcoming selling season, FAM trips and incentives are on offer, and specialist programs and tools to help agents sell your product.

FORMAT: Magazine – 8.25" x 11"

ADVERTISING

Contact your sales representative for details.

MECHANICAL SPECIFICATIONS (Non-bleed)

Full page	1/2 page	1/2 page	1/2 page
			
7.125" x 10"	3.5" x 10"	5.25" x 6.625"	7.125" x 5"
1/4 page	1/4 page	1/4 page (2 col.)	
			
7.125" x 2.5"	3.5" x 5"	4.75" x 3.625"	
Action strip	Action strip		
			
7.125" x 1.5"	3.5" x 3"		

MECHANICAL SPECIFICATIONS (Bleed)

Full spread - Trim: 16.5" x 11" plus bleeds
Full page - Trim: 8.25" x 11" plus bleeds
All dimensions are width x depth
Allow minimum 1/4" type safety on all sides



TRAVEL COURIER is a weekly digital/web-based magazine (travelcourier.ca), delivered directly to subscribers' inboxes along with a print version distributed once a month, as requested by subscribers. Travel Courier features industry news, product and destination updates, FAM trips and tools to stay informed and up-to-date on the latest developments. Leveraging a unique digital approach in addition to a traditional magazine, content comes alive and provides advertisers with additional opportunities to reach Canada's travel advisor community in engaging and interactive ways.



JANUARY

- 13** (closes January 6)
• All-Inclusives
• Mexico & Caribbean
• USA

- 20** (closes January 13)
• Canada
• Luxury Travel
• Insurance
• Hawaii

- 27** (closes January 20)
PRINT / DIGITAL ISSUE
• Travel trends
• Niche Travel
• Britain & Europe

FEBRUARY

- 3** (closes January 27)
• Wellness
• Family Travel
• Asia/Pacific

- 10** (closes February 3)
• Mexico & Caribbean
• Hotels & Business Travel
• Romance, Weddings & Honeymoons

- 17** (closes February 10)
• Airlines & Consolidators
• River Cruising
• Canada

- 24** (closes February 17)
PRINT / DIGITAL ISSUE
• Sunspots
• Spa & Wellness
• USA

MARCH

- 3** (closes February 24)
• Mexico & Caribbean
• Family Travel
• Hawaii
• Europe

- 10** (closes March 3)
• Cruise
• Family Travel
• Hotels & Business Travel

- 17** (closes March 10)
• Canada
• Niche Travel
• River Cruising

- 24** (closes March 17)
PRINT / DIGITAL ISSUE
• Britain & Europe
• Luxury
• Insurance

APRIL

- 7** (closes March 31)
• Luxury Travel
• Romance, Weddings & Honeymoons
• Hawaii

- 14** (closes April 7)
• Mexico & Latin America
• River Cruising
• Hot destinations

- 28** (closes April 21)
PRINT / DIGITAL ISSUE
• Travel Agent Appreciation

MAY

- 5** (closes April 28)
• Recruitment, Hiring, Training & Education
• Baxter Student Ambassador Program (BSAP) and Careers in Travel Event
• Cruise
• Niche Travel
• USA

- 12** (closes May 5)
• All-Inclusives
• Canada
• Mexico & Caribbean
• Hawaii

- 19** (closes May 12)
PRINT / DIGITAL ISSUE
• Canada
• USA
• Spa & Wellness
• Airlines & Consolidators

- 26** (closes May 19)
• Britain, Ireland & Europe
• Family Travel
• Las Vegas
• Mexico & Latin America

JUNE

- 2** (closes May 26)
• Caribbean
• Asia/Pacific
• Luxury Travel
• Insurance

- 9** (closes June 2)
• Britain, Ireland & Europe
• Mexico & Latin America
• USA
• Hawaii

- 16** (closes June 9)
• Caribbean
• Cruise
• Canada
• Niche Travel

- 23** (closes June 9)
PRINT / DIGITAL ISSUE
• Agents' Choice Awards

- 30** (closes June 23)
• Luxury Travel
• Hotels & Business Travel
• Romance, Weddings & Honeymoons

JULY

- 7** (closes June 30)
• Asia Pacific
• Britain, Ireland & Europe-
Mexico & Latin America
• USA

- 21** (closes July 14)
• Caribbean
• Florida
• Romance, Weddings & Honeymoons

- 28** (closes July 21)
PRINT / DIGITAL ISSUE
• Niche Travel
• USA
• Insurance

AUGUST

- 4** (closes July 28)
• Canada
• Mexico & Latin America
• Britain, Ireland & Europe

- 18** (closes August 11)
• Cruise
• Business Travel
• Niche Travel

- 25** (closes August 18)
PRINT / DIGITAL ISSUE
• Off Season Britain/Europe
• Sun Destinations
• Insurance

SEPTEMBER

- 1** (closes August 25)
• Canada
• Caribbean
• Hawaii
• Niche Travel

- 8** (closes September 1)
• All-Inclusives
• Britain, Ireland & Europe
• Mexico & Latin America
• USA

- 15** (closes September 8)
• Asia Pacific
• Hotels & Business Travel
• River Cruising

- 22** (closes September 15)
PRINT / DIGITAL ISSUE
• Sunspots
• Spa & Wellness
• Insurance

OCTOBER

- 6** (closes September 29)
• Mexico
• Europe

- 13** (closes October 6)
• Canada
• Britain, Ireland & Europe
• Family Travel
• Mexico & Latin America

- 20** (closes October 13)
• Niche Travel
• Hotels & Business Travel
• Romance, Weddings & Honeymoons

- 27** (closes October 20)
PRINT / DIGITAL ISSUE
• Cruise
• Spa & Wellness
• USA

NOVEMBER

- 3** (closes October 27)
• All-Inclusives
• Caribbean
• Hawaii
• USA

- 10** (closes November 3)
• Black Friday Specials
• Canada
• River Cruising
• Sun Destinations

- 17** (closes November 10)
• Asia Pacific
• Britain, Ireland & Europe
• Mexico & Latin America
• Insurance

- 24** (closes November 17)
PRINT / DIGITAL ISSUE
• Resorts
• USA
• Niche Travel

DECEMBER

- 1** (closes November 24)
• Caribbean
• Cruise
• Florida

- 8** (closes December 1)
• Canada
• Las Vegas
• Insurance

- 15** (closes December 8)
PRINT / DIGITAL ISSUE
• YEAR IN REVIEW
• Holiday Greetings
• Mexico & Latin America
• Sunspots
• Hawaii

- 22** (closes December 15)
• Airlines & Consolidators
• River Cruising
• USA

NEXT ISSUE: Jan. 12, 2023
* Features subject to change

For more information contact your Travel
Courier representative
sales@baxter.net | travelcourier.ca