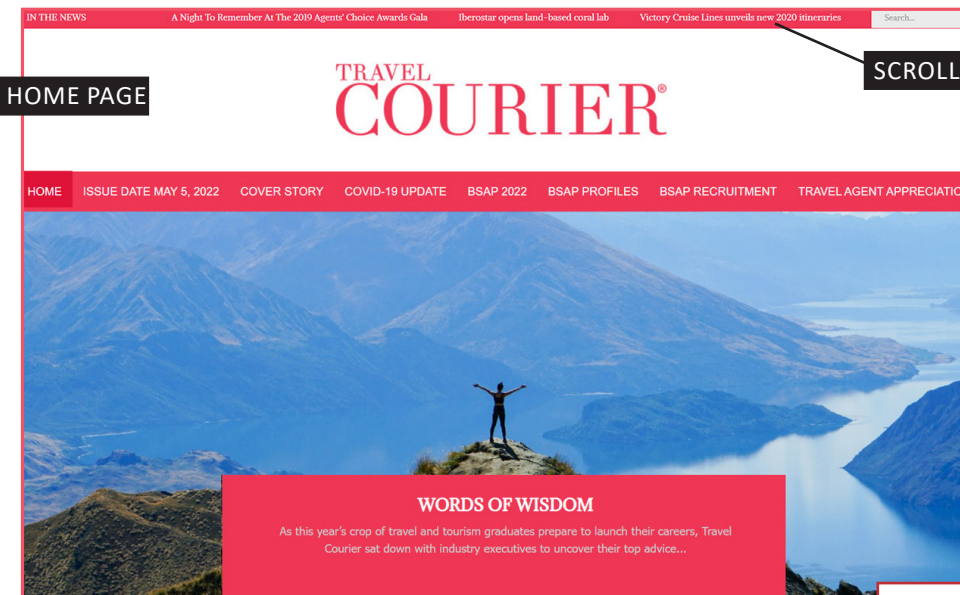


TRAVEL COURIER®

DIGITAL ONLY - SPECIFICATIONS



HOME PAGE

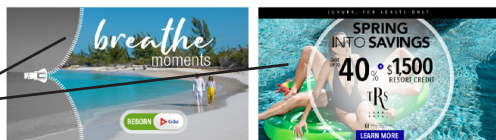
SCROLLING MARQUEE

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

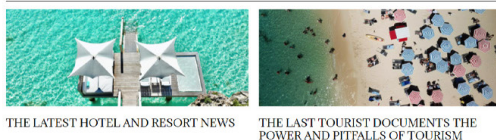
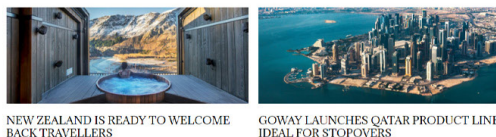
This digital approach to reading and interacting with the Travel Courier brand allows content to come alive as well as giving additional opportunities to the advertiser to reach Canada's travel agent community in new ways with increased options for social media sharing.

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

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

RATES IN CDN DOLLARS PER ISSUE:

Sponsored Content (See mechanical specifications for inclusions)	\$1,200
Front Page Feature and Inside Page Showcase banner(s) only	650
Slider	350
Flyer Page	700
Inside Page Showcase	350
Banner HOME Page	800
Banner Inside Page Sidebar	300
Scrolling Marquee	350

www.travelcourier.ca

TRAVEL COURIER®

PRINT ONLY - SPECIFICATIONS

TRAVEL COURIER®

DIRECT ACCESS TO CANADA'S TRAVEL AGENTS



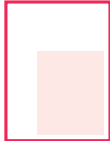
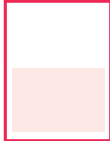

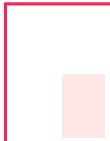
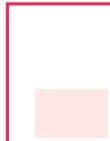

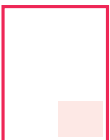
CONTENT: Travel Courier is all about what's the latest news... new products suppliers are featuring, hot destinations for the upcoming selling season, FAM trips and incentives are on offer, and specialist programs and tools to help agents sell your product.

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

12 (closes January 5)
• All-Inclusives
• Mexico & Caribbean
• USA

19 (closes January 12)
• Canada
• Luxury Travel
• Insurance
• Hawaii

26 (closes January 19)
PRINT / DIGITAL ISSUE
• Travel trends
• Niche Travel
• Britain & Europe

FEBRUARY

2 (closes January 26)
• Wellness
• Family Travel
• Asia/Pacific

9 (closes February 2)
• Mexico & Caribbean
• Hotels & Business Travel
• Romance, Weddings & Honeymoons

16 (closes February 9)
• Canada
• Niche Travel
• River Cruising

23 (closes February 16)
PRINT / DIGITAL ISSUE
• Sunspots
• Spa & Wellness
• USA

MARCH

2 (closes February 23)
• Mexico & Caribbean
• Family Travel
• Hawaii
• Europe

9 (closes March 2)
• Cruise
• Family Travel
• Hotels & Business Travel

16 (closes March 9)
• Canada
• Niche Travel
• River Cruising

23 (closes March 16)
PRINT / DIGITAL ISSUE
• Britain & Europe
• Luxury
• Insurance

APRIL

6 (closes March 30)
• Luxury Travel
• Romance, Weddings & Honeymoons
• Hawaii

13 (closes April 6)
• Mexico & Latin America
• River Cruising
• Hot destinations

27 (closes April 20)
PRINT / DIGITAL ISSUE
• Travel Agent Appreciation

MAY

4 (closes April 27)
• Recruitment, Hiring, Training & Education
• Baxter Student Ambassador Program (BSAP) and Careers in Travel Event
• Cruise
• Niche Travel
• USA

11 (closes May 4)
• All-Inclusives
• Canada
• Mexico & Caribbean
• Hawaii

18 (closes May 11)
PRINT / DIGITAL ISSUE
• Canada
• USA
• Spa & Wellness
• Airlines & Consolidators

25 (closes May 18)
• Britain, Ireland & Europe
• Family Travel
• Las Vegas
• Mexico & Latin America

JUNE

1 (closes May 25)
• Caribbean
• Asia/Pacific
• Luxury Travel
• Insurance

8 (closes June 1)
• Britain, Ireland & Europe
• Mexico & Latin America
• USA
• Hawaii

12 (closes June 2)
PRINT / DIGITAL ISSUE
• Agents' Choice Awards

15 (closes June 8)
• Caribbean
• Cruise
• Canada
• Niche Travel

29 (closes June 22)
• Luxury Travel
• Hotels & Business Travel
• Romance, Weddings & Honeymoons

JULY

6 (closes June 29)
• Asia Pacific
• Britain, Ireland & Europe-
Mexico & Latin America
• USA

20 (closes July 13)
• Caribbean
• Florida
• Romance, Weddings & Honeymoons

27 (closes July 20)
PRINT / DIGITAL ISSUE
• Niche Travel
• USA
• Insurance

AUGUST

3 (closes July 27)
• Canada
• Mexico & Latin America
• Britain, Ireland & Europe

17 (closes August 10)
• Cruise
• Business Travel
• Niche Travel

24 (closes August 17)
PRINT / DIGITAL ISSUE
• Off Season Britain/Europe
• Sun Destinations
• Insurance

31 (closes August 24)
• Canada
• Caribbean
• Hawaii
• Niche Travel

SEPTEMBER

7 (closes August 31)
• All-Inclusives
• Britain, Ireland & Europe
• Mexico & Latin America
• USA

14 (closes September 7)
• Asia Pacific
• Hotels & Business Travel
• River Cruising

21 (closes September 14)
PRINT / DIGITAL ISSUE
• Sunspots
• Spa & Wellness
• Insurance

OCTOBER

5 (closes September 28)
• Mexico
• Europe

12 (closes October 5)
• Canada
• Britain, Ireland & Europe
• Family Travel
• Mexico & Latin America

19 (closes October 12)
• Niche Travel
• Hotels & Business Travel
• Romance, Weddings & Honeymoons

26 (closes October 19)
PRINT / DIGITAL ISSUE
• Cruise
• Spa & Wellness
• USA

NOVEMBER

2 (closes October 26)
• All-Inclusives
• Caribbean
• Hawaii
• USA

9 (closes November 2)
• Black Friday Specials
• Canada
• River Cruising
• Sun Destinations

16 (closes November 9)
• Asia Pacific
• Britain, Ireland & Europe
• Mexico & Latin America
• Insurance

23 (closes November 16)
PRINT / DIGITAL ISSUE
• Resorts
• USA
• Niche Travel

30 (closes November 23)
• Caribbean
• Cruise
• Florida

DECEMBER

7 (closes November 30)
• Canada
• Las Vegas
• Insurance

14 (closes December 7)
PRINT / DIGITAL ISSUE
• YEAR IN REVIEW
• Holiday Greetings
• Mexico & Latin America
• Sunspots
• Hawaii

21 (closes December 14)
• Airlines & Consolidators
• River Cruising
• USA

NEXT ISSUE: Jan. 11, 2024
* Features subject to change

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