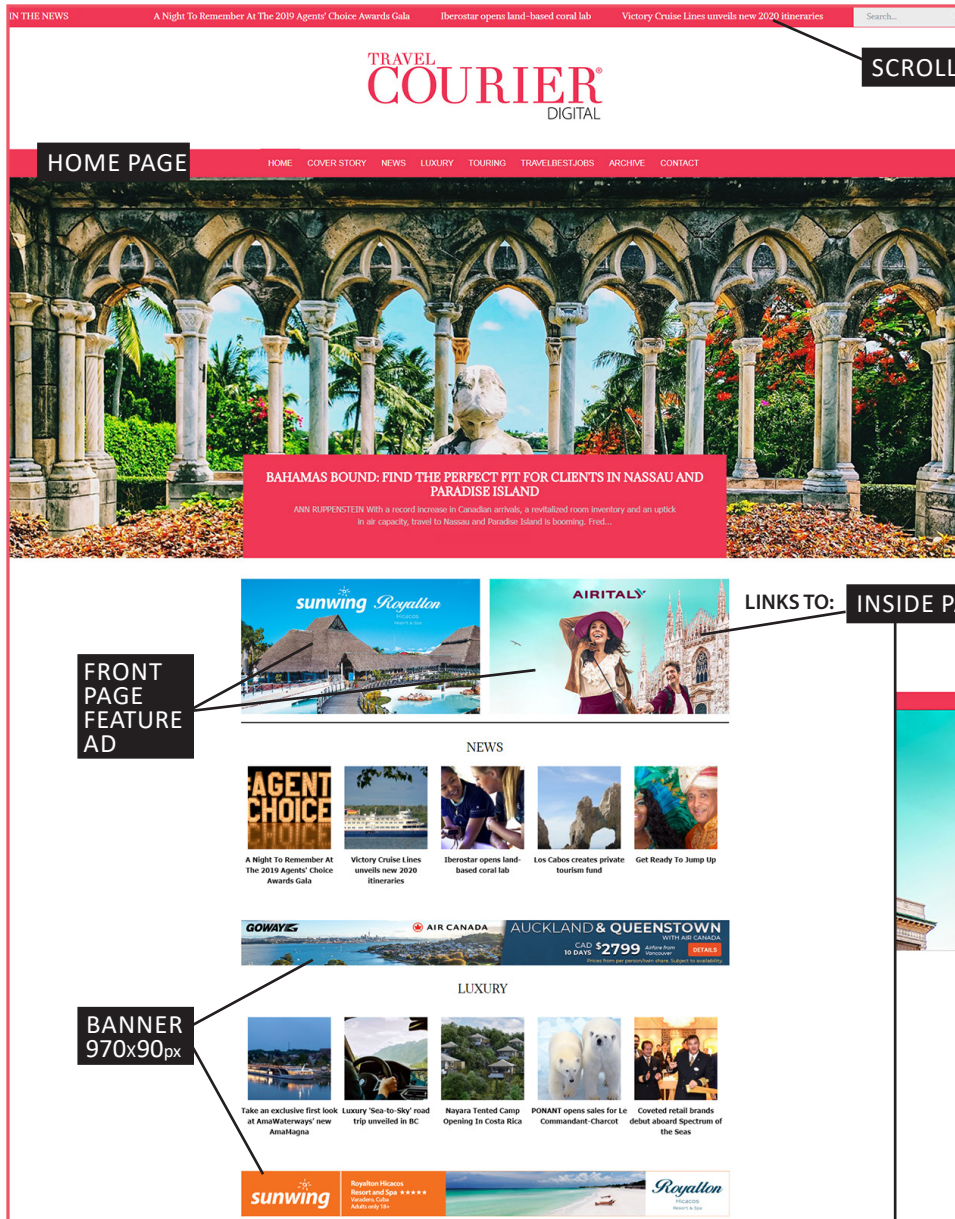


# TRAVEL COURIER<sup>®</sup> DIGITAL

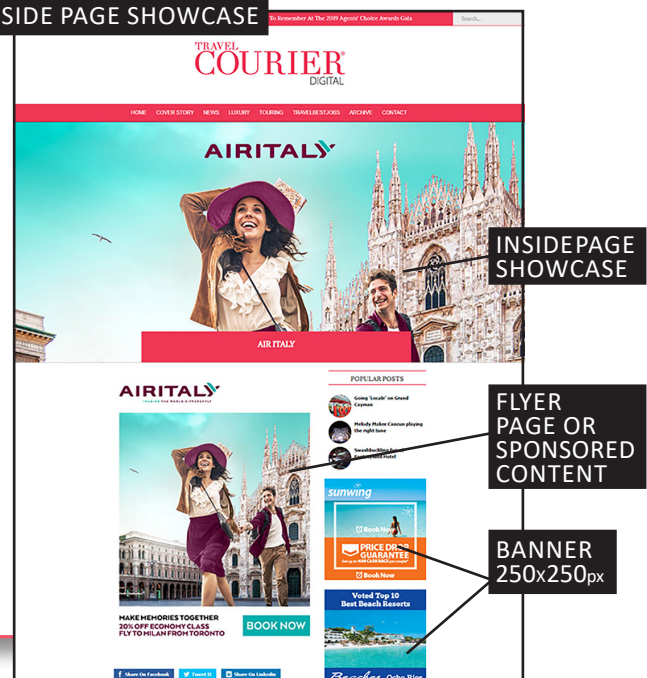


SCROLLING MARQUEE

**TRAVEL COURIER DIGITAL** is delivered weekly to subscribers' inboxes and accessible anywhere, anytime at [travelcourier.ca](http://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.

LINKS TO: INSIDE PAGE SHOWCASE



## 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

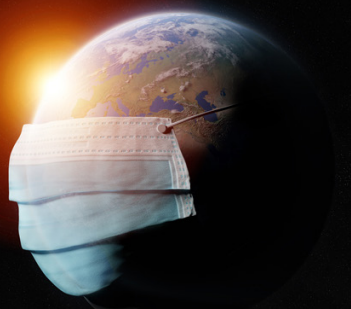
Scrolling Marquee

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For advertising opportunities, contact your Baxter Media sales representative today:  
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With travel restrictions and regulations changing almost daily, both in Canada and abroad, this editorial line up reflects our current plans for the year, but are subject to change based on the fluid situation in which our industry finds itself. We continue to evolve while procuring best practices to serve our readership and industry.



### Here's the 2021 line-up...

#### JANUARY

- 14** (closes January 7)  
• All-Inclusives  
• Mexico & Caribbean  
• USA
- 21** (closes January 14)  
• Canada  
• Luxury Travel  
• Insurance

- 28** (closes January 21)  
• Travel trends  
• Niche Travel  
• Britain & Europe

#### FEBRUARY

- 4** (closes January 28)  
• Wellness  
• Family Travel  
• Asia/Pacific
- 11** (closes February 4)  
**PRINT / DIGITAL ISSUE**  
• Mexico & Caribbean  
• Hotels & Business Travel  
• Romance, Weddings & Honeymoons

- 18** (closes February 11)  
• Airlines & Consolidators  
• River Cruising  
• Canada
- 25** (closes February 18)  
• Sunspots  
• Spa & Wellness  
• USA

#### MARCH

- 4** (closes February 25)  
• Mexico & Caribbean  
• Family Travel  
• Hawaii
- 11** (closes March 4)  
**PRINT / DIGITAL ISSUE**  
• Cruise  
• Family Travel  
• Hotels & Business Travel

- 18** (closes March 11)  
• Canada  
• Niche Travel  
• River Cruising
- 25** (closes March 18)  
• Britain & Europe  
• Luxury  
• Insurance

#### APRIL

- 1** (closes March 25)  
• Niche Travel  
• Mexico & Caribbean  
• Cruise
- 8** (closes April 1)  
• Luxury Travel  
• Romance, Weddings & Honeymoons  
• Asia/Pacific
- 15** (closes April 8)  
• Mexico & Latin America  
• River Cruising  
• Hot destinations

- 29** (closes April 22)  
**PRINT / DIGITAL ISSUE**  
• Travel Agent Appreciation

#### MAY

- 6** (closes April 23)  
**PRINT / DIGITAL ISSUE**  
• Recruitment, Hiring, Training & Education  
• Baxter Student Ambassador Program (BSAP) and Careers in Travel Event
- Cruise  
• Niche Travel  
• USA
- 13** (closes May 6)  
• All-Inclusives  
• Canada  
• Mexico & Caribbean  
• Hawaii

- 20** (closes May 13)  
• Britain, Ireland & Europe  
• Family Travel  
• Las Vegas  
• Mexico & Latin America
- 27** (closes May 19)  
• Canada/USA  
• Spa & Wellness  
• Airlines & Consolidators

#### JUNE

- 3** (closes May 27)  
• Caribbean  
• Asia/Pacific  
• Luxury Travel  
• Insurance
- 10** (closes June 3)  
• Britain, Ireland & Europe  
• Mexico & Latin America  
• USA
- 17** (closes June 10)  
**PRINT / DIGITAL ISSUE**  
• Caribbean  
• Cruise  
• Canada  
• Niche Travel

- 24** (closes June 17)  
• Luxury Travel  
• Hotels & Business Travel  
• Romance, Weddings & Honeymoons

#### JULY

- 1** (closes June 24)  
• Africa  
• Caribbean  
• Hawaii
- 8** (closes June 30)  
• Asia Pacific  
• Britain, Ireland & Europe  
• Mexico & Latin America  
• USA
- 22** (closes July 15)  
• Caribbean  
• Florida  
• Romance, Weddings & Honeymoons

- 29** (closes July 22)  
• Niche Travel  
• USA  
• Insurance

#### AUGUST

- 5** (closes July 29)  
• Canada  
• Mexico & Latin America  
• Britain, Ireland & Europe
- 19** (closes August 12)  
• Cruise  
• Hotels & Business Travel  
• Niche Travel
- 26** (closes August 19)  
• Off Season Britain/Europe  
• Sun Destinations  
• Insurance

#### SEPTEMBER

- 2** (closes August 26)  
**PRINT / DIGITAL ISSUE**  
• Canada  
• Caribbean  
• Hawaii  
• Niche Travel
- 9** (closes September 1)  
• All-Inclusives  
• Britain, Ireland & Europe  
• Mexico & Latin America  
• USA
- 16** (closes September 9)  
• Asia Pacific  
• Hotels & Business Travel  
• River Cruising
- 23** (closes September 16)  
• Sunspots  
• Spa & Wellness  
• Africa  
• Insurance

#### OCTOBER

- 7** (closes September 24)  
• Mexico  
• Europe
- 14** (closes October 6)  
**PRINT / DIGITAL ISSUE**  
• Canada  
• Britain, Ireland & Europe  
• Family Travel  
• Mexico & Latin America

- 21** (closes October 14)  
• Niche Travel  
• Hotels & Business Travel  
• Romance, Weddings & Honeymoons

- 28** (closes October 21)  
• Cruise  
• Spa & Wellness  
• USA

#### NOVEMBER

- 4** (closes October 28)  
• All-Inclusives  
• Caribbean  
• Hawaii  
• USA
- 11** (closes November 4)  
**PRINT / DIGITAL ISSUE**  
• Black Friday Specials  
• Canada  
• River Cruising  
• Sun Destinations

- 18** (closes November 11)  
• Asia Pacific  
• Britain, Ireland & Europe  
• Mexico & Latin America  
• Insurance

- 25** (closes November 18)  
• Accommodation  
• USA  
• Niche Travel

#### DECEMBER

- 2** (closes November 25)  
• Caribbean  
• Cruise  
• Florida

- 9** (closes December 2)  
• Canada  
• Holiday Greetings  
• Las Vegas  
• Insurance

- 16** (closes December 9)  
**PRINT / DIGITAL ISSUE**  
• YEAR IN REVIEW  
• Holiday Greetings  
• Mexico & Latin America  
• Sunspots

**NEXT ISSUE:**  
**January 13, 2022**

\* Editorial features subject to change

For more information contact your  
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