



**TOURISM AROUND  
THE WORLD** MONTHLY  
global news for tourism, m.i.c.e & exhibitions

## 2011 - Rate Card & Technical Information

### Advertising Opportunities

Through **TOURISM AROUND THE WORLD** MONTHLY you can take advantage of exclusive and cost effective promotional opportunities;

**Sponsorship:** gives you the opportunity to be the primary company in the e-journal.

This unique opportunity includes your company name in the introduction e-letter. Plus an editorial feature (of 200 words approx) in the e-journal itself, where you can further promote your products & services, adding impact to the whole sponsorship opportunity.

**Banner:** places your message at the bottom of a page with your company details and slogan.

**Advertising:** gives you the opportunity to have your company details and services and any other message placed in the e-journal. Various sizes available.

**Advertorial:** an excellent promotional tool, where you can promote your product/services, with pictures and text.

**Website Banner:** place your logo and message on a rotating banner on the e-journal website. All visitors to the site will view your message.

### Advertising Rates & Technical Data

	Colour	Format	Size
<b>Sponsorship</b>	UK£1,250	---	---
<b>Banner</b>	UK£450	Horizontal	3cms H x 18.5cms W
<b>Advertising</b>	UK£950	Full page	26.5cms H x 18.5cms W
	UK£750	Half page Horizontal or Half page Vertical	13cms H x 18.5cms W 26.5cms H x 9cms W
	UK£550	Quarter Page	13cms H x 9cms W
<b>Advertorial</b>	UK£650	Full page	26.5cms H x 18.5cms W
	UK£450	Half Page	13cms H x 18.5cms W
<b>Website Banner</b>	UK£25	Per month (min 3 months)	2.5cms H x 18.5cms W in .jpeg format



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### Technical Information

All advertising should be in JPG format and in low resolution.

### Important Information

Booking 3 months in advance.

Space is limited; bookings are accepted on a first come first served basis.

Space is ONLY reserved when we receive the Booking Form/Contract Signed and Payment.

### Regulations

Texts should be relevant to the travel, tourism, MICE and exhibitions industries. Any text, article, press release, deemed provocative or inappropriate will be rejected and returned for amendment. Texts should be sent to the publisher no later than 15 days prior to the issue date.

All payments must be made no later than 7 working days after signing the contract.

Mode of payment is by bank transfer (bank charges on sender).

### Cancellations:

ONLY accepted 30 days prior to issue date. Cancellations made in less than 30 days from issue date are subject to 50% of the amount being retained and all refund bank transfer costs will be charged to the client.