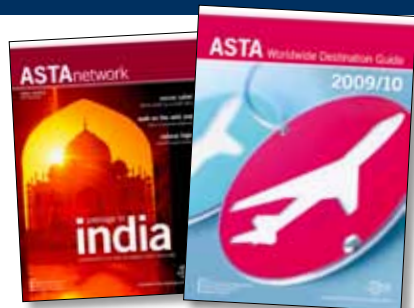


ASTA Worldwide Destination Guide



Media Information 2011 www.astanetwork.com

FAST FACTS

The *ASTA Worldwide Destination Guide* is an invaluable country-by-country reference guide, packed full of useful member and travel industry information.

■ **FORMAT:** US A4, high quality, perfect-bound publication in full colour. Approx 350+ pages.

■ **DESIGN:** Modern and contemporary in style, with strong, vibrant travel and lifestyle visuals.

■ **FREQUENCY:** Annual.

■ **DISTRIBUTION:** The *ASTA Worldwide Destination Guide* reaches many of the most influential people in the American travel industry. Over 26% of readers report annual sales of over \$4 million and nearly 55% of readers have sales in excess of \$2 million.

■ **READERSHIP:** Estimated at over 50,000.

ASTA, THE BRAND

■ **ASTA WAS FOUNDED** in 1931 and today is the world's largest association of travel professionals, with around 22,000 members.

■ **ASTA AIMS TO** support its members and help them reach the traveling public. It enhances the professionalism and profitability of members through effective representation in industry and government affairs, education and training.

■ **AMERICAN TRAVEL AGENTS** manage over \$120 billion of travel each year and sell 87% of all cruises, 81% of tours, 51% of airline tickets, 47% of hotel rooms and 45% of car rentals. Most of ASTA's members are travel agencies but many other types of travel companies join.

■ **ASTA'S ESTABLISHED BRAND** presence sees its logo used by members on publications, consumer literature and marketing, brochures and advertising materials.



EDITORIAL CONTENT

■ **MEMBERS INFORMATION:** The guide is designed to be used by all travel industry personnel on a daily basis. It details ASTA's history, as well as procedures and membership, and includes general industry information.

■ **DESTINATION GUIDES:** The reference book contains comprehensive country-by-country information with maps, as well as 50 domestic state profiles, giving anyone selling a destination the information to do so confidently and accurately.

■ **REGIONAL GUIDES:** The *ASTA Worldwide Destination Guide* is accompanied by a series of more in-depth regional guides that focus on larger territories.

■ **ASTA OVERSEAS MEMBERS:** Within each country guide there is company information and contact details of each international ASTA member serving that destination.

"This publication provides comprehensive coverage of the world's destinations, from the essential spots travel agents sell, to up-and-coming destinations and everything in between. It's a fantastic opportunity to get your business in front of US travel agents and suppliers." William A. Maloney, CTC, Executive Vice President & COO, ASTA

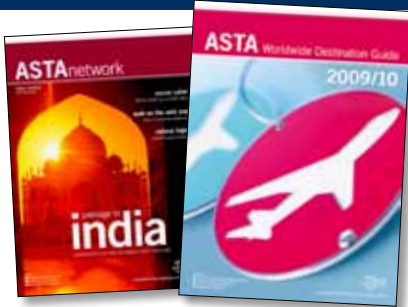
ASSOCIATED PRODUCTS

■ **ASTANETWORK MAGAZINE:** The only officially-endorsed quarterly publication from ASTA. A minimum of 100 pages.

■ **ASTA SUPPLEMENTS:** Bespoke glossy supplements focusing on industry sectors, regions or individual countries. Size varies from 16 to 100 pages.

■ **ASTANETWORK EMAGAZINE SPONSORSHIP:** Includes an HTML email with a company profile and full branding throughout the Emagazine site.

ASTA Worldwide Destination Guide



Media Information 2011
www.astanetwork.com

RATE CARD

ADVERTISEMENT SIZE	US DOLLARS
Double page spread	\$28,500
Full page	\$17,500
Half page	\$10,900
Quarter page	\$6,500
Destination tab	\$30,700
Outside back cover	\$37,900
Inside front cover A4	\$30,700
Inside front cover DPS	\$35,350
Inside back cover	\$28,500
Opposite contents	\$28,500
Gatefold*	\$33,000
Advertorials subject to approval	+25%

*subject to ASTA and Editorial approval

ARTWORK DESIGN

Absolute Publishing Ltd offers an artwork design service for advertisers who are unable to produce artwork.

Production costs are charged at a rate of:

ADVERTISEMENT SIZE	US DOLLARS
Full page	\$500
Half page	\$300
Quarter page	\$200

For further information and advice on artwork design, please contact the Production Department via email production@absolutepublishing.com or by telephone: +44 (0) 20 7553 7372

ADVERTISEMENT SIZES - ASTA PUBLICATIONS

ADVERTISEMENT SIZE	BLEED	TRIM	TYPE AREA
Double page spread*	286mm x 422mm	276mm x 412mm	256mm x 366mm
Full page	286mm x 216mm	276mm x 206mm	256mm x 184mm
Half page horizontal	N/A		125mm x 184mm
Quarter page	N/A		125mm x 89mm

All sizes in millimetres. (height x width) Live matter should be at least 5mm from trim

**Allow 10mm gutter (for text running across the spine)*

■ **PDF SPECIFICATIONS:** Please supply Adobe Acrobat PDF set up to PPA Standard file formats [www.ppa.co.uk see pass4press section]. All ads should be supplied with a color proof and according to the naming convention provided. Publication Name, Month of advertisement, Advertisers Name. **Example: WWD11_advertisersname.pdf**

Files under 10MB can be sent via email to production@absolutepublishing.com or to copy@absolutepublishing.com

Please contact the Production Department: +44 (0) 20 7553 7372 for further information on file transfer if file size exceeds 10MB.

ASTAnetwork is published by Absolute Publishing Ltd

a: 197-199 City Road, London EC1V 1JN

t: +44 (0) 20 7253 9909 | f: +44 (0) 20 7253 9907

e: sales@astanetwork.com

w: www.absolutepublishing.com