

Rate Sheet

The next generation of travel media.



TRO strives in every way to be an exceptional partner for its advertisers. Our electronic platform is the best in the travel trade industry, and we work closely with our clients.

Many companies sell email broadcasts. What TRO does is fundamentally different. We represent your company to the travel agency community. We ensure that the travel agents who use our site, read our newsletters and receive our emails know your company as a TRO partner. I personally oversee each and every campaign to make certain the value for our advertisers remains high.

TRO has a loyal industry following and a significantly higher reach of travel advisors than other media. We invite you to be a part of our marketing efforts to enhance the travel industry's fortunes.

Richard Earls, Publisher, TRO

Travel Trade B2B Email Broadcasts- \$600

- Dedicated broadcast sent to entire database of 85,000 + travel advisors.
- Travel related emails are placed in our Facebook App at no additional cost.
- Distributed through over 1,100 travel agencies to their clients. You travel specials are also included in the Voyager Websites travel specials widget.
- Listing in TRO site Travel Specials database.
- Highly effective, strong ROI
- Broadcast is linked to TRO's daily Travelgram
- Reporting included

B2B2C: Where to Travel Next (W2TN)- \$3,000

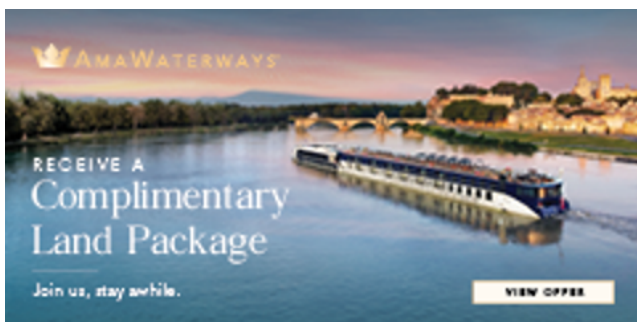
- Dedicated broadcast sent to over 300,000 consumers.

- Your info guaranteed to be seen by travel agent clients.
- Highly effective, strong ROI
- Reporting included
- Includes a B2B broadcast to TRO's travel advisor database

TRO Site Banner Ads

	Placement	Price
Anchor Banner Ad	Non-rotating banner ad, appears in every TRO editorial	\$575/week
Leaderboard Ads	Ads run at the top of each page on TRO's site	100% SOV: \$950/week 50% SOV: \$600/week
ROS Banner Ads	Appears on each page of TRO's site	\$350/month
Site Sponsor Ads	Appears on every page of site	\$525/week

ROS Banner Examples:



Leaderboard Ad Examples:





Travelgram Daily Newsletter & Cruise News Weekly

- Large circulation (80,000+)
- Supports ROI on Email Broadcasts
- Multiple ad units

Size	Placement	Price
Call Out ad (345 x 200)	Within the Travelgram Daily Newsletter, Mon – Fri	\$700 weekly
Sponsor ad (234 x 60)	Top right corner of the Travelgram, Mon – Fri	\$700 weekly

Call Out Ad Examples:



Sponsor Ad Examples:



TRO Articles- \$575 weekly

Supplier Profiles	<ul style="list-style-type: none">● Written by TRO's writers● Circulated in Travelgram and website● Highly visible
1:1 Interviews	<ul style="list-style-type: none">● Highly visible and widely read● Personality driven● Promoted in Travelgram and website● Written by one of TRO's travel writers
60 Second Geography Articles	<ul style="list-style-type: none">● Content used by advisors in their own newsletters● Highly visible advertising, widely circulated● Focuses on specified geographic destination; Includes up to three travel specials● Promote in Travelgram and website● 240 x 120 ad included
Outpost Articles	<ul style="list-style-type: none">● Content used by advisors in their own newsletters● Highly visible advertising, widely circulated● Highlights a specified geographic destination● Promote in Travelgram and website● 240 x 120 ad included

Webinars-\$3,800 per event

- Includes extensive email promotions announcing the event to 85,000+ travel advisors
- Promoted on TRO's site, Travelgram, Cruise news, social media
- TRO records the webinar for later playback, extending the life of your investment!
- Placed in TRO's Webinar page and on your own website
- Full reporting and all contact details of all registrants
- Handouts, videos, surveys can be included
- Moderator
- Excellent attendance and ROI

eBrochure- \$450

- Can be posted anywhere on internet

- Fast, almost no download time
- Easily emailed and personalized
- Individual pages or entire brochure can be emailed

Specialist Programs- \$30,000

The TRO Specialist Certification Program for Travel Advisors is a meticulously designed educational course aimed at empowering travel advisors with comprehensive knowledge about specific destinations or supplier programs. Crafted with a focus on depth, relevance, and practical application, this certification program equips travel advisors with the expertise needed to effectively market and sell the offerings of the featured destination or supplier.

Program Overview:

The Specialist Certification Program is structured into distinct segments, each meticulously created to cover essential aspects of the destination or supplier's programs. The segments are designed to provide a thorough understanding of the offerings, marketing strategies, and sales techniques relevant to the subject matter.

Certification Process & Benefits:

Upon completing the Specialist Certification Program, travel advisors are required to take a brief examination to assess their understanding of the course material. The examination evaluates proficiency in key areas such as product knowledge and sales strategies. Advisors who successfully pass the exam are awarded certification by the respective suppliers or destination. By completing the program and earning certification, travel advisors position themselves as trusted experts, driving sales and delivering exceptional experiences for their clients.

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