

Personnel Guide

The Personnel Guide to Canada's Travel Industry is a high-quality, magazine-sized directory published twice a year, providing listings of all travel agencies, tour operators, wholesalers, airlines, car rentals, hotel representatives, tourist boards, travel insurance firms and cruise lines operating in Canada, as well as tour destinations, together with the companies who serve them. Listings include addresses, branch offices, telephone, fax, reservations and toll-free numbers, company personnel and titles.

The Personnel Guide is an invaluable resource. In these ever-changing times, it is a must for those who need industry contacts at their fingertips. Its pages brim with information that keeps the travel trade in the loop and up to date.

Do not miss out on this key marketing opportunity.

Contact your sales representative today.

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2010/11 Rates & Data

Display Advertising - Unit Sizes	1x Rate	2x Rate (Consecutive Issues)
Full page (7-1/8" x 10")	\$ 2,655	\$ 2,535
1/2 page (7-1/8" x 5" or 3-1/2" x 10")	\$ 1,660	\$ 1,480
1/4 page (7-1/8" x 2-1/2" or 3-1/2" x 5")	\$ 1,115	\$ 1,070
Action strip (7-1/8" x 1-1/2" or 3-1/2" x 3")	\$ 700	\$ 650

Special Positions

Divider tab (includes four/colour process)	\$ 4,895	\$ 4,300
2nd cover	\$ 5,295	\$ 4,695
3rd cover	\$ 5,295	\$ 4,695
4th cover	\$ 5,795	\$ 4,865
Spine (one standard colour)	\$ 6,035	\$ 5,485
Bookmark, 2" x 6"	\$ 6,815	\$ 6,255
Tablettes	\$ 6,135	\$ 5,655

Closing Dates

Fall/Winter Issue (October)
Spring/Summer Issue (April)

Space and Material

August 27, 2010
February 26, 2010

Online Advertising

Front Page Banners	
Position A (top, right - 480x50 pixels)	\$750/month
Position B (top, centre - 360x50 pixels)	\$500/month
Position C (left side - 180x50 pixels)	\$250/month
Sectional Banners	
Position A (top, centre - 360x50 pixels)	\$500/month
Position B (left side - 180x50 pixels)	\$250/month
Logo and link to web site in listing	\$50 - 2x rate = \$75
Link to web site in listing	\$20 - 2x rate = \$30
Keyword search	\$5 - 25/word

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Baxter Travel Media is a dynamic company that pushes beyond the boundaries of publishing, news and information. If you have a message to send to the travel industry, as the leading publisher of travel trade magazines, we are the gateway to deliver that message. We can reach your audience, through all mediums be it print, digital, or online. Our considerable resources ensure increased exposure across Canada and around the world to those who will value it, and profit from it.

Visit our web sites www.personnelguide.ca and www.travelpress.com.