American, Sabre negotiations include some wiggle room

Although American Airlines and Sabre technically had until Monday to reach a new content agreement, insiders say there is some latitude. Sabre’s customers won’t be charged the $5.15 per segment fee until Sept. 1, when Sabre’s Efficient Access Solution kicks in, leaving room for American and Sabre to work out a new deal.

Genesis offers program that bypasses booking fees

Genesis Travel is promoting its Preferred Channel Selector program as a way for travel agents to avoid booking fees for some airlines booked through non-preferred GDSs. The program is set to launch Aug. 29. Travel Agent (7/13) [read story] [sign-up for newsletter]

Aeromexico offers discounted fares for travel agents

For as little as $250 round trip, a travel agent and companion can take a trip to Mexico courtesy of Aeromexico, “This is our way of showing our appreciation to the travel agents who support us every day,” said Carlos De Uriarte, vice president, sales and marketing for Aeromexico’s U.S. division. [read story] (6/1)

Dollar Rent A Car launches agent loyalty program

Travel agents can now earn cash with every car rental they book through Dollar Rent A Car’s new Dollar Dividends program. Agents just need to sign up through Dollar’s Web site. [read story] (6/1) [read story] [sign-up for newsletter]

Other News

GMA/FPA Smart Brief

The premier source of daily news delivered to the desktops of travel agents and executives.

2011 Media Kit
31,000 Subscribers

E-mail Newsletter
Published 5x/week

Your ads in ASTA SmartBrief will reach travel agency executives in the following areas:

- Hotel 95%
- Cruise 94%
- Airline 92%
- Tour packages 92%
- All-inclusive 91%
- Family 90%
- Car 89%
- Group 89%
- Luxury 88%
- Romance 81%
- Bus/railroad 80%
- Adventure/outdoor 79%
- Spa 79%
- Ski 78%
- Golf/tennis 77%
- Casinos 75%
- Incentive programs 73%
- Meetings 73%
- Gay/lesbian 64%

For more information, contact Susan Kim, Senior Account Director, 202-407-7877 or skim@smartbrief.com
**What is ASTA SmartBrief?**

- An opt-in, daily e-mail newsletter, read by engaged travel agents and executives.
- A concise, comprehensive news briefing of the day's top travel and travel agent stories, delivered five days a week.

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**Praise for ASTA SmartBrief**

Here’s what SmartBrief subscribers are saying about our publications...

“It’s about more than just awareness building. It has had a definite impact on how I do business. The information is so timely and far reaching that it helps me to think about innovation and development going forward.”

– CEO

“When I meet with clients I am better informed. I know things that [they] haven't heard yet, and it allows me to speak knowledgeably about a wide range of topics. It is a great confidence builder.”

– President & CEO

Source: 2006 Subscriber Study

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**Sample ASTA SmartBrief**

- **Galileo parent signs deal for Air France content**
  Travel agents using Galileo will now have access to all Air France fares thanks to a deal between Cendant and the airline. The deal will "provide our travel agency customers access to the most comprehensive fare content in France and worldwide," said Cendant's Pierre Duarte. [Breaking Travel News](http://www.astasmartbrief.com/articles/431.html) (4/3)

- **New Starwood 2006 Seminar Now Online.**
  The newest Starwood seminar series is now online. Complete Seminar 1 for a chance to win a free stay at a Starwood property, or SPG points! [Seminar 1: The Luxury Collection](http://www.astasmartbrief.com/articles/431.html) (4/3)

- **London marketing campaign catches tourists’ attention**
  As a partner in the travel trade industry, you already know all the many benefits a Kuai'i vacation has to offer... From the spectacular views at Waimea Canyon to the verdant vistas along the Kapiolani Coast, Kaua'i can take your breath away! The [Travel Trade Center](http://www.astasmartbrief.com/articles/431.html) is a one stop place for agents to get the latest communications, marketing tools and sales support from the Islands of Aloha.

- **Leadership starts with curiosity**
  Curiosity, creativity and commitment are three of the most important tools to help leaders achieve their objectives. The best leaders exhibit a curiosity that drives them to personally discover why others fail to live up to expectations. [CEO Strategist](http://www.astasmartbrief.com/articles/431.html) (3/28)

- **The Buzz**
  Where is the Airline Industry Headed in 2006? Enhance your business by spotting future trends and developments in the airline industry. Includes detailed information on market size and segmentation, distribution channels, competitive landscape, trends and forecasts. Get this essential resource for top-level data and analysis today! [Click here to read a detailed description.](http://www.astasmartbrief.com/articles/431.html)

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For more information, contact Susan Kim, Senior Account Director, 202-407-7877 or skim@smartbrief.com
As an advertising client of SmartBrief, you will have online access to your campaign results to quickly and easily quantify your campaign ROI. SmartBrief advertising reports include the names of every company and the title of every person who clicks on your ad.

By logging onto our site, you can see immediately each ad that you’ve run and its position, format and number of clicks it generated, for the specific time period you are interested in (see Figure 1). Then, you can review individual ads sorted by number of clicks – by the title of the person who clicked (see Figure 2), or by the company name of the person who clicked.

Our goal is to make it as easy and painless as possible for you to access all of the data you need to quantify the results of your campaign – because if you’re successful, we're successful!
### Banners and Section Sponsorships

<table>
<thead>
<tr>
<th></th>
<th>10-19 issues</th>
<th>20-39 issues</th>
<th>40-79 issues</th>
<th>80+ issues</th>
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<tbody>
<tr>
<td>“Leaderboard” Banner Ad</td>
<td>$975/issue</td>
<td>$925/issue</td>
<td>$875/issue</td>
<td>$825/issue</td>
</tr>
<tr>
<td>“Business &amp; Industry Watch” News Section Sponsorship</td>
<td>$875/issue</td>
<td>$825/issue</td>
<td>$775/issue</td>
<td>$725/issue</td>
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<tr>
<td>“Trends &amp; Technology” News Section Sponsorship</td>
<td>$875/issue</td>
<td>$825/issue</td>
<td>$775/issue</td>
<td>$725/issue</td>
</tr>
<tr>
<td>“Best Practices” News Section Sponsorship</td>
<td>$825/issue</td>
<td>$775/issue</td>
<td>$725/issue</td>
<td>$675/issue</td>
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</table>

**Featured Destination Ad upgrade Fee (in addition to News Section Price): $200/issue**

### Text Ads

<table>
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<tr>
<th></th>
<th>5-9 issues</th>
<th>10-19 issues</th>
<th>20+ issues</th>
</tr>
</thead>
<tbody>
<tr>
<td>“The Buzz” Text Ads</td>
<td>$450/issue</td>
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<td>$350/issue</td>
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### Other Opportunities

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<th>2-5 months</th>
<th>6-11 months</th>
<th>12 months</th>
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<tr>
<td>Additional Section/ SmartQuote Sponsorship</td>
<td>$3,175/month</td>
<td>$2,675/month</td>
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### Exclusive Opportunity

<table>
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<tr>
<td>ASTA SmartBrief Year-End Report Sponsorship</td>
<td>$10,000</td>
</tr>
</tbody>
</table>

### What is SmartBrief?

- The leader in keeping busy professionals informed while saving them valuable time!
- Check out our more than fifty other SmartBrief e-mail newsletters across twenty-one plus industries at [smartbrief.com/signup](http://smartbrief.com/signup).

### Sponsorship Position Details

**Banners/Section Sponsorships/Text Ads**

- “Leaderboard,” “News Section Sponsorship” and “Buzz” ads are purchased on a per-issue (per-day) basis.
- Minimum purchase is 10 issues for “Leaderboard” and “News Sections”; five issues for “Buzz” text ads.

**Additional Section Sponsorships**

- Ads are purchased on a per-month basis.
- Minimum purchase is two months.

**Guidelines**

- All rates listed are net rates.
- You may run your ad in consecutive issues or spread the campaign over several months.
- Recognized agencies should gross up 15% for agency commissions.
Target Travel Agents With the New Featured Destination Listing

ASTA SmartBrief is read by thousands of travel agents looking for new vacation and business getaway spots for clients. The new Featured Destination listing -- part of your news section sponsorship -- is the premier vehicle for destination marketers to reach travel agents and increase reservations.

Featured Destination Benefits:

• Largest image on page ensures maximum visibility to thousands of prospects.
• Ample space to describe the allure of your destination.
• Links travel agents directly to your destination Web page.

Featured Destination: Costa Rica

Costa Rica’s natural attractions, luxury hotels, charming people and great leisure travel infrastructure make it ideal for a creative, secure and memorable trip for all travel types. Costa Rica offers the “natural” option, with white sandy options, exotic tropical nature, awesome volcanoes and only a few flight hours from the US. Discover why more leisure and corporate groups are saying “Pura Vida.”

12% travel agency commission and agent incentives.

UPGRADE your standard news section sponsorship to a Featured Destination listing for just $200 per issue! (Limit one Featured Destination listing per issue).

Advertising Specifications:

• 300x250 pixels, .gif or .jpeg, 80k max file size
• Headline: 60 total characters (including spaces)
• Body: 400 total characters (including spaces)

For more information, contact Susan Kim, Senior Account Director, 202-407-7877 or skim@smartbrief.com
Interactive Advertising Tips

- If using an animated .gif, include branding and important information on the first frame as .gifs will not animate for Outlook 2007 users (~8% of readership).
- Email advertising can accept animated .gif files, but Flash files will not render in email.
- SmartBrief can use 3rd party click tags, but cannot allow 3rd party ad serving.