



Society of American Travel Writers

Target North America's highly influential travel professionals

The SATW Advantage

- The Society of American Travel Writers **represents nearly 1,300 of the travel industry's most trusted voices.**
- SATW members provide complete and accurate information on **destinations, facilities, services, consumer affairs, travel business and more.** SATW members bring recognition and add value to **destinations** through a variety of media, including magazines, newspapers, travel books and guides, radio and television programs, blogs and websites.

Industry Profile

According to the U.S. Chamber and the US Travel Association, travel and tourism represents:

- A **\$758 billion** industry.
- An average of **between \$150 and \$200 per person per day on travel spending** by Americans.
- An average of **\$4,500 per person per trip on travel spending** by international visitors.

Reader Profile

The SATW **2012 Membership Directory** provides targeted access to a diverse group of travel communications professionals, including:

- **Writers**
- **Photographers**
- **Journalists**
- **Editors**
- **Film lecturers**
- **Public relations reps**
- **Broadcast producers**
- **Film producers**
- **Electronic media professionals**

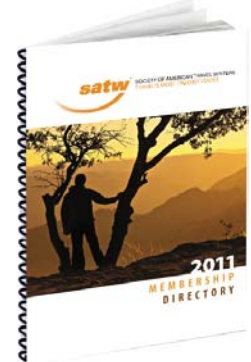
Take advantage of this once-a-year opportunity to showcase your company to these key decision makers. Contact your Naylor account representative today!

For more information, please contact:

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 Publication Director | Naylor, LLC
 Toll-free: (800) 665-2456, ext. 324
rmourant@naylor.com



Connecting you with SATW members throughout the year.



SATW 2012 Membership Directory

The annual directory connects SATW members with the product and service providers they need. The popular networking tool and purchasing guide is used throughout the year by members.

Enhance Visibility

All advertisers receive a free customized listing in our *Advertisers' Index*. Your company name will be listed under the category of your choice along with the page number of your ad so readers can quickly and easily find your company's information.

Advertiser.com

All advertisers receive a free **Advertiser.com** listing. Our cross-reference highlights your company's Web address to help increase your online traffic.

Top Categories:

Some of the top categories our members have told us that they need include:

- **electronic cameras**
- **computer software**
- **luggage**
- **computers**
- **travel goods**
- **travel insurance**

To learn more about the Society of American Travel Writers, visit:

www.satw.org

SATW 2012 Membership Directory

Net Advertising Rates

Revisions and Proofs: \$50.00
Position Guarantee: 15% Premium

Full-Color Rates

Double Page Spread	\$3,989.50
Outside Back Cover	\$3,539.50
Inside Front or Inside Back Cover	\$3,249.50
Tab	\$3,019.50
Full Page	\$2,679.50
1/2 Page	\$1,839.50
1/4 Page	\$1,479.50
1/8 Page	\$809.50

Black-and-White Rates*

Full Page	\$1,779.50
1/2 Page	\$939.50
1/4 Page	\$589.50
1/8 Page	\$389.50

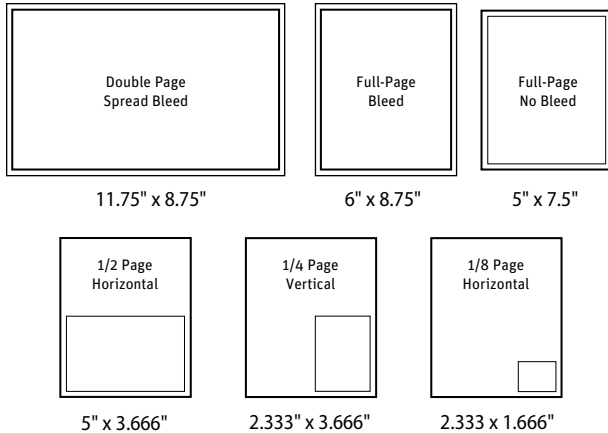
*SATW members receive a 25% discount on net rates.

Advertiser indemnifies Naylor and the Association against losses or liabilities arising from this advertising. Naylor assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s). (STW-R0012)

SATW 2012 Membership Directory

Print Advertising Specifications

Roster Trim Size: 5.75" x 8.5"



Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

DPS Live Area: 10.75" x 7.5"

Full Page Live Area: 5" x 7.5"

Production Services

Naylor provides professional ad assembly to non-agency clients at no charge.

Artwork Requirements

All digital color and greyscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either greyscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Ad Material Upload

Go to the Naylor website at www.naylor.com and under the Client Support section click "Ad Upload." Locate your publication code, advertising order number and advertising code in the box at the top right-hand side of your advertising space contract. Simply fill in your company's contact information along with these three pieces of information, browse for your file and click "Submit." Changes or corrections resulting from problems of supplied material will be billed at cost plus 15%.

Proofs and Revisions

Proofs of ads produced by Naylor are available upon request at a charge of \$50. Revisions are rework for Naylor and are subject to a \$50 surcharge.



SATW 2012 Membership Directory

Index of Advertisers Categories

Our publication features an Index of Advertisers section in which your company will be listed under the category of your choice with the page number of your ad. When our members are in the market for a specific product or service, they can search the Index of Advertisers and quickly locate advertisers that specialize in that category.

One free category is included with any size ad and additional categories are only \$20 each. *If your product or service is not listed below, a new category can be created for you.*

- | | | |
|--|---|---|
| <input type="checkbox"/> Advertising Agencies | <input type="checkbox"/> Hospitality Marketing Consultants | <input type="checkbox"/> Resorts |
| <input type="checkbox"/> Airlines | <input type="checkbox"/> Hospitality Technology Solutions | <input type="checkbox"/> Restaurants |
| <input type="checkbox"/> Associations | <input type="checkbox"/> Hotel Consulting/Public Relations | <input type="checkbox"/> Schools |
| <input type="checkbox"/> Attractions | <input type="checkbox"/> Hotel Representation | <input type="checkbox"/> Shopping Attractions |
| <input type="checkbox"/> Camera Equipment & Supplies | <input type="checkbox"/> Hotels | <input type="checkbox"/> Sightseeing |
| <input type="checkbox"/> Cameras | <input type="checkbox"/> In House Advertising Agencies | <input type="checkbox"/> Spas |
| <input type="checkbox"/> Casinos | <input type="checkbox"/> International Travel Media Representatives | <input type="checkbox"/> Sporting Events |
| <input type="checkbox"/> Communication Consultants | <input type="checkbox"/> Internet/Website Development | <input type="checkbox"/> Tour Operators |
| <input type="checkbox"/> Conference Centers | <input type="checkbox"/> Luggage | <input type="checkbox"/> Transportation Companies |
| <input type="checkbox"/> Consultants | <input type="checkbox"/> Marketing Consultants | <input type="checkbox"/> Travel Agents |
| <input type="checkbox"/> Convention Bureaus | <input type="checkbox"/> Museums | <input type="checkbox"/> Travel Clothing |
| <input type="checkbox"/> Convention Centers | <input type="checkbox"/> National Parks | <input type="checkbox"/> Travel Insurance |
| <input type="checkbox"/> Credit Card Companies | <input type="checkbox"/> National Tourist Offices | <input type="checkbox"/> Travel Management Companies |
| <input type="checkbox"/> Cruises | <input type="checkbox"/> Newspapers | <input type="checkbox"/> Travel Writers |
| <input type="checkbox"/> CVBs | <input type="checkbox"/> Photographic Services | <input type="checkbox"/> Travel Writers Supplies |
| <input type="checkbox"/> Database Marketing Consultants | <input type="checkbox"/> Photography Equipment | <input type="checkbox"/> Travel Writing Products & Services |
| <input type="checkbox"/> Destination Marketing Organizations | <input type="checkbox"/> Ports | <input type="checkbox"/> Websites |
| <input type="checkbox"/> Dinner Theatre | <input type="checkbox"/> Public Relations Firms | <input type="checkbox"/> Web-Based Hospitality Resources |
| <input type="checkbox"/> DMC/Tour/Concierge Services | <input type="checkbox"/> Publications | <input type="checkbox"/> Wildlife & Nature Tours |
| <input type="checkbox"/> Festivals | <input type="checkbox"/> Publishing | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Golf Courses | <input type="checkbox"/> Reservation Services | _____ |
| <input type="checkbox"/> Historic Sites | | _____ |
| <input type="checkbox"/> Hospitality Consultants | | |

One free listing with any size ad. Additional listings are \$20.00 each. No limit. Please list new categories on this sheet.

_____ **Additional Categories X \$20.00 = \$** _____

Initial: _____ **Date:** _____

