



MEDIA KIT

Society of American Travel Writers

Get in front of America's industry professionals responsible for thousands of travel features annually.

Membership Directory and Resource Guide

FOR MORE INFORMATION, PLEASE CONTACT:

www.satw.org

Robyn Mourant
Media Director
rmourant@naylor.com
(204) 975-0324

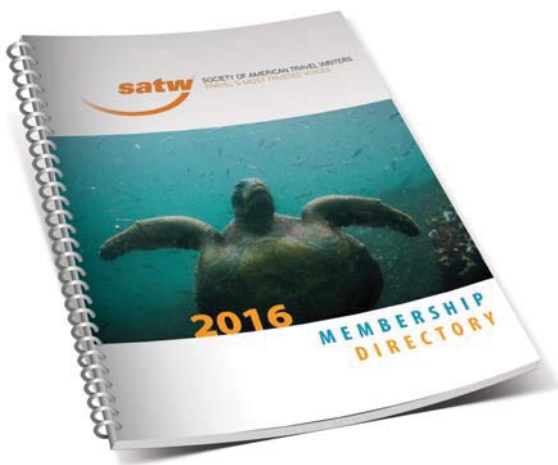
NAYLOR 
ASSOCIATION SOLUTIONS



SOCIETY OF AMERICAN TRAVEL WRITERS

Membership Directory and Resource Guide

IN PRINT AND DIGITAL



The SATW Membership Directory and Resource Guide is an essential desk reference and networking tool with up-to-date information of more than 1,300 top travel communicators in the US and Canada.

SATW Advantage

- Travel and tourism in the United States is worth approximately **\$813 billion** annually.
- We represent the interests of **more than 1,300** members who include print and digital journalists, editors and public relation professionals.
- Our members use the SATW *Membership Directory and Resource Guide* to find:
 - New Destinations
 - Convention and Visitor Bureaus
 - Cameras
 - Computers
 - Software
 - Travel Goods
 - Travel Insurance

Our Members

SATW members provide accurate and interesting information on travel destinations in magazines, newspapers, travel books and guides, radio, television, website, blogs and mobile apps.

Our membership includes:

- Writers
- Photographers
- Editors
- Film Lecturers
- Producers
- Bloggers
- Website Contributors and Owners
- Creators of Mobile Apps
- Public Relations Representatives

Discover the benefits of putting your message in front of SATW members and the travel & tourism industry.

Contact your Naylor account executive today!

Membership Directory and Resource Guide

Wanderlust Guide

New this year the *Membership Directory and Resource Guide* will feature custom built ads that are a hybrid of content, advertisement and functionality for our members. These DPS ads will have crucial information about your destination as well as several high quality photos displaying your property. Your company will be prominently featured and easily compared to other locations in the section. All images must be high-resolution images saved at 300dpi. A proof of your completed ad will be provided for final approval.

Please select from the following options:

\$2,250

Includes all of the following:

- *Heading/Company name*
- *6 high-resolution photos*
 - *One photo of property*
 - *Four photos of rooms/amenities*
 - *One photo of your choosing*
- *1 high resolution headshot*
- *350 words for property description*
- *100 words for amenities description*
- *40 words for nearby description*
- *How many rooms your property offers*
- *What your property's room rates range from*
- *A list of all meeting spaces and capacities*
- *Contact information*

Naylor reserves the right to edit copy

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.



For a high-res example of the Wanderlust, please [click here](#).

Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

E-mail: _____ Website: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____ Date: _____

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-R0017)

Please sign and return to:

Robyn Maurant
 Media Director
 rmaurant@naylor.com
 (204) 975-0324



Membership Directory and Resource Guide

Wanderlust Checklist

- Heading:** Your company name and/or property location.
- 6 high-resolution photos:** Recommended photos include one photo of your property, four photos of rooms/amenities/meeting spaces, and one photo of your choosing.
- 1 high-resolution headshot:** This headshot can be interchanged with a company logo. If no headshot or logo is available, 40 words will be added to the "nearby" description.
- Property description:** Please provide a maximum of 350 words for your property description
- Amenities description:** Please provide 100 words for an amenities description. CVB amenities will be titled "Destination Amenities".
- Nearby description:** Please provide 40 words for "nearby" description. If no headshot or logo is available, this section can have a maximum of 80 words.
- Contact information:** Include phone number, email, address and sales manager name if available.

Hotels:

- Rooms:** Please provide how many rooms your property offers.
- Room rates:** What your property's room rates range from.
- Meeting spaces:** Please provide a list of all meeting spaces and capacities. All measurements should be in sq. ft. per room.

Festivals:

- Group Size:** Please provide the amount of meeting rooms.
- Ticket Cost:** Please provide your property's rental rates

CVBs:

- Hotels:** Please provide the amount of nearby hotels in your area.
- Sleeping Rooms:** Please provide the amount of sleeping rooms available on your area.
- Meeting spaces:** Please provide convention center meeting space. All measurements should be in sq. ft. per room.

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Membership Directory and Resource Guide

Wanderlust Fractionals

New this year the *Membership Directory and Resource Guide* will feature custom built ads that are a hybrid of content, advertisement and functionality for our members. These 1/2 and 1/4-page ads will have crucial information about your destination as well as several high quality photos displaying your property. Your company will be prominently featured and easily compared to other locations in the section. All images must be high-resolution images saved at 300dpi. A proof of your completed ad will be provided for final approval.

Please select from the following options:

Member Rates:

- 1/2-Page - \$1,050
- 1/4-Page - \$650

Non-Member Rates:

- 1/2-Page - \$1,250
- 1/4-Page - \$750

Naylor reserves the right to edit copy

HOTEL NAME

Amenities: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas metus erat, vulputate ac arcu eu, sollicitudin massa risus, commodo eget lectus et, ornare sollicitudin vestibulum nisi non vehicula. Sed sit.

Nearby: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas metus erat, vulputate ac arcu eu, sollicitudin massa risus, commodo eget lectus et, ornare sollicitudin nisi non vehicula. Sed sit.

Meeting space: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas metus erat, vulputate ac arcu eu, sollicitudin massa risus, commodo eget lectus et, ornare sollicitudin nisi non vehicula. Sed sit.

Address:
5950 NW 1st Pl, Gainesville, FL 32607

Website:
examplecompany.com

Distance from Nearest Airport:
Lorem Ipsum

Contact Information:
Example Name
Example@email.com
(352) 555-5555

HOTEL NAME

Address: 5950 NW 1st Pl, Gainesville, FL 32607

Website: examplecompany.com

Contact: Example Name,
Example@email.com (555) 555-5555

Amenities: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas metus erat, vulputate ac arcu eu, sollicitudin massa risus, commodo eget lectus et, ornare sollicitudin nisi non vehicula. Sed sit.

Meeting Space: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas metus erat, vulputate ac arcu eu, sollicitudin massa risus, commodo eget lectus et, ornare sollicitudin nisi non vehicula. Sed sit.

Nearby: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas metus erat, vulputate ac arcu eu, sollicitudin massa risus, commodo eget lectus et, ornare sollicitudin nisi non vehicula. Sed sit.

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____ Date: _____

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC 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, LLC 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-R0017)

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Membership Directory and Resource Guide

1/2-Page Includes:

- 1 main image
- 2 sub images
- Heading
- Address
- Website
- Distance From Nearest Airport
- Contact Information
- Amenities (50 words)
- Nearby (50 words)
- Meeting space (50 words)

1/4-Page Includes:

- 2 images
- Heading
- Address
- Website
- Contact Information
- Amenities (25 words)
- Nearby (25 words)
- Meeting space (25 words)

Wanderlust Fractionals Checklist

- High-resolution photos:** Recommended photos include photo(s) of your property, photos of rooms/amenities/meeting spaces, and/or photo(s) of your choosing. 2 photos allowed for 1/4-page. 3 photos allowed for 1/2-page
- Heading:** Your company name and/or property location.
- Property Address and website**
- Amenities description:** Please provide 50 words for the 1/2-page Amenities description or 25 words for the 1/4-page Amenities description.
- Meeting Space description:** Please provide 50 words for the 1/2-page Meeting Space description or 25 words for the 1/4-page Meeting Space description.
- Nearby description:** Please provide 50 words for the 1/2-page Nearby description or 25 words for the 1/4-page Nearby description.
- Contact information:** Include phone number, email, address and sales manager name if available.
- Distance from Nearest Airport:** 1/2-page only

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Membership Directory and Resource Guide

Net Advertising Rates

All rates include an Ad Link in the digital edition of the directory.

Revisions and Proofs: \$50
Position Guarantee: 15% Premium

Full-Color Rates*

Double Page Spread	\$4,309.50
Outside Back Cover	\$3,749.50
Inside Front or Inside Back Cover	\$3,459.50
Tab	\$3,229.50
Full Page	\$2,889.50
1/2 Page	\$1,989.50
1/4 Page Vertical Only	\$1,599.50
1/8 Page Horizontal Only	\$869.50

Black-and-White Rates*

Full Page	\$1,929.50
1/2 Page	\$1,019.50
1/4 Page Vertical Only	\$639.50
1/8 Page Horizontal Only	\$419.50

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

Digital Edition Branding Opportunities

Sponsorship | \$1,019.50

Skyscraper | \$1,589.50

Toolbar | \$899.50

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Online Specifications

For more information, visit: www.naylor.com/clientSupport-onlineGuidelines.asp

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Rates as of September 2015

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Membership Directory and Resource Guide

Digital Edition - www.naylor.com/stw-nxt

In addition to print, the *Membership Directory and Resource Guide* is available in a digital version. Viewers can flip through the pages, forward articles to colleagues and click ads to be redirected to advertiser's websites. *Each issue is emailed to readers as well as posted on the SATW's website. An archive of the Membership Directory and Resource Guide is available, securing your ad a lasting online presence.*

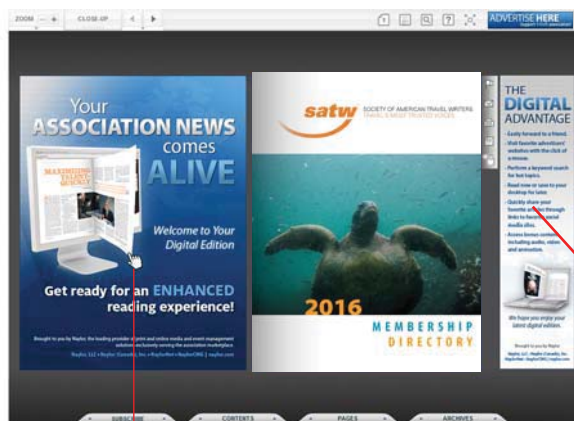
Readers can:

- Bookmark pages and insert notes
- Keyword search the entire directory
- Navigate and magnify pages with one click
- View instantly from most smartphones and tablets
- View archives and find a list of sections for one-click access
- Read the Annual *Membership Directory* online or download and print for later

Extend your advertising investment with digital media:

- Link your ad to the landing page of your choice
- Increase website traffic
- Interact with viewers to help the buying process
- Generate an immediate response from customers

Ad Positions



Digital Sponsorship (543 x 705 pixels) | \$1,019.50

Your message will be prominently displayed directly across from the cover of the directory. Animation capabilities are available.

Digital Toolbar (250 x 50 pixels) | \$899.50

Your company name is a button on the toolbar, found in the top-right corner of every page next to frequently used navigational icons. When viewers click the button, a box containing text about your company and a link to your website appears.

Digital Skyscraper (200 x 783 pixels) | \$1,589.50

The skyscraper ad is displayed the entire time the digital edition is open, giving your message constant and lasting exposure.

Ad Link | Included in display ad rates

Ad Links increase traffic from your ad in the digital edition to your company's website or a corporate email address. Additional fees apply where noted.

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Online Specifications

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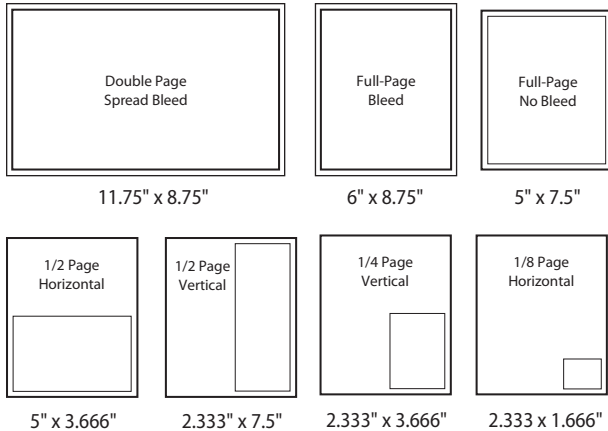
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Membership Directory and Resource Guide

Print Advertising Specifications

Roster Trim Size: 5.75" x 8.5"



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.

Digital Edition - For more information, visit: www.naylor.com/clientSupport-onlineGuidelines.asp

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"

Specs for Outsert/Inserts

Roster

1 Pg / 2 Surface 5.75" x 8.5"
3 Pg / 6 Surface 5.75" x 8.5"
Postcards 6" x 4.25"
Heavy Card Stock Insert 5.25" x 8.25"
Postal flyersheets 5.75" x 8.5"

Ad Material Upload

Go to the Naylor website at www.naylor.com

Proofs and Revisions

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Membership Directory and Resource Guide

Past Advertisers

Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with the Society of American Travel Writers and strongly encourage our members to do business with vendors that support our association. Members know that they can confidently select the quality products and services featured within the official resources of SATW.

Abilene Convention & Visitor's Bureau
Alabama Bureau of Tourism & Travel
Alabama Gulf Coast CVB
Alaska Railroad Corporation
Albany Visitors Association
Albuquerque CVB
Amarillo Convention & Visitor Council
Arkansas City Convention and Visitors Bureau
Ashland Area CVB
Ashland Chamber of Commerce
Audubon Nature Institute
Bardstown-Nelson County Tourist & Convention
Commission
Bayou LaFourche Area Convention & Visitors Bureau
Boise Convention & Visitors Bureau
Bowling Green Convention & Visitors Bureau
Branson/Lakes Area Chamber of Commerce
Brown County CVB
Bryan-College Station CVB
Butte, Montana Chamber of Commerce
Cajun Coast Visitors & Convention Bureau
Carbondale Convention & Tourism Bureau
Carlsbad Convention & Visitors Bureau
Chapel Hill / Orange County CVB
Charleston, South Carolina Area CVB
Charlottesville Albemarle Convention and Visitors
Bureau
Chatham-Kent Tourism
Chicago Office of Tourism
Cincinnati USA Convention & Visitors Bureau
City of Beaumont-CVB
City of Waco - Waco CVB
Clute CVB
Columbus Area Visitors Center
Conroe Convention & Visitors Bureau
Corinth Area CVB
Dallas Convention & Visitors Bureau

Daytona Beach Area CVB
Del Rio Chamber of Commerce
Edmonton Tourism
Effingham Convention & Visitors Bureau
Energi PR
Fairbanks Convention & Visitors Bureau
Fargo Moorhead CVB
Festival International de Louisiane
Fiesta San Antonio Commission
Finney County Convention and Visitors Bureau
Galesburg Area Convention & Visitors Bureau
Gaylord Hotels
German National Tourist Office
Glendale Convention & Visitors Bureau
Go Wichita Convention & Visitors Bureau
Grapevine CVB
Greater Charleston Restaurant Association
Greater Lansing Convention & Visitors Bureau
Hamilton County Convention and Visitors Bureau, Inc.
Hays Convention and Visitors Bureau/Wild West Kansas
Hocking Hills Tourism Association
Holland Area CVB
Hopkinsville-Christian County CVB
Houma Area CVB
Idaho Division of Tourism Development
Kansas City Convention & Visitors Association
Kenai Convention & Visitors Bureau
Kenosha Area Convention & Visitors Bureau
Ketchikan Visitors Bureau
Lafayette Convention & Tourist Commission
Lake Charles/SW Louisiana CVB
Lake Erie Shores & Islands
Laredo Convention & Visitors Bureau
Le Saint-Sulpice
Lebanon Tourist & Convention Commission
Lexington Convention And Visitors Bureau
Little Rock CVB



Membership Directory and Resource Guide

Past Advertisers Continued

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Long Island CVB
Lou Hammond & Associates
Madison Visitors Center
McPherson Convention & Visitors Bureau
Miami County Ohio Visitors & Convention Bureau
Midland Convention & Visitors Bureau
Mississippi Division of Tourism
Missouri Division of Tourism
New Orleans CVB
Norfolk County Tourism
Norman CVB
North Olympic Peninsula Visitors & Convention Bureau
North Platte/Lincoln County Convention and Visitor's Bureau
Odessa CVB
Oklahoma Tourism & Recreation Dept
Old 96 District Tourism Commission
Olde English District
Orange County Convention and Visitors Bureau
Outer Banks Visitors Bureau
Peterborough & the Kawarthas Tourism
Petoskey-Harbor Springs-Boyne Country
Poiriroo & Partners
Racine County Convention & Visitors Bureau
Red Carnation Hotels
Redding Convention & Visitors Bureau
Richmond Metropolitan CVB
SATW Foundation
Sonora Resort

South Carolina Department of Parks, Recreation & Tourism
South Fork, Colorado Convention and Visitors Bureau
Southern Ocean County Chamber of Commerce
St. Tammany Parish/Louisiana's Northshore
Susquehanna River Valley Visitors Bureau
The Colonial Williamsburg Foundation
Tioga County Visitors Bureau
Topeka Convention and Visitors Bureau
Tourism Saskatoon
Tourism Thunder Bay
TravCorp USA, Inc.
Travel Guard Chartis
Travel Michigan
Tri Valley Convention and Visitor Bureau
Tupelo CVB
Upper Peninsula Travel & Recreation Association
Vallejo CVB
Valley Forge Convention & Visitors Bureau
Vancouver USA Regional Tourism Office
Virginia Beach CVB
Visit Anchorage
Visit Lubbock
VISIT Milwaukee
Visit Orlando
Visit Rochester
West Hollywood Convention and Visitors Bureau
West Virginia Division of Tourism

**We appreciate your support and look forward to working
with you again!**



Membership Directory and Resource Guide

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:** _____

