



MEDIA KIT

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

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NAYLOR 
ASSOCIATION SOLUTIONS

The SATW Advantage



print and digital journalists, editors
and public relation professionals
are represented by SATW

Membership Directory and Resource Guide

Available in print and online!

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 engaging information on travel destinations in magazines, newspapers, travel books, guides, radio, television, websites, 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

Place your message in this essential desk reference tool used by more than 1,000 top travel communicators in the U.S. and Canada. Contact your Naylor representative today!

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	\$4,439.50
Outside Back Cover	\$3,839.50
Inside Front or Inside Back Cover	\$3,549.50
Tab	\$3,319.50
Full Page	\$2,979.50
1/2 Page	\$2,049.50
1/4 Page Vertical Only	\$1,649.50
1/8 Page Horizontal Only	\$899.50

Black-and-White Rates*

Full Page	\$1,989.50
1/2 Page	\$1,049.50
1/4 Page Vertical Only	\$659.50
1/8 Page Horizontal Only	\$429.50

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

Digital Edition Branding Opportunities

Sponsorship | \$1,019.50
Belly Band | \$829.50

Skyscraper | \$1,589.50
Leaderboard | \$1,799.50

Toolbar | \$699.50

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

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).

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.*

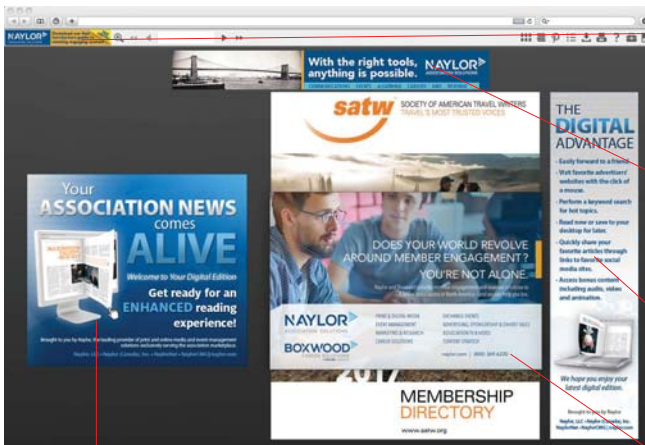
Readers can:

- 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 Toolbar | \$699.50

Your company name is a button on the toolbar, found in the top-right corner of every page next to frequently used navigational icons.

Digital Leaderboard | \$1,799.50

Located at the top of the digital edition, the leaderboard ad is displayed the entire time the publication is open, giving your message constant and lasting exposure.

Digital Skyscraper | \$1,589.50

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

Digital Sponsorship | \$1,019.50

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

Digital Belly Band | \$829.50

Your company will be featured as a digital belly band that wraps around the front and back of the digital edition. This prominent location will give your company tremendous exposure to our members.

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.

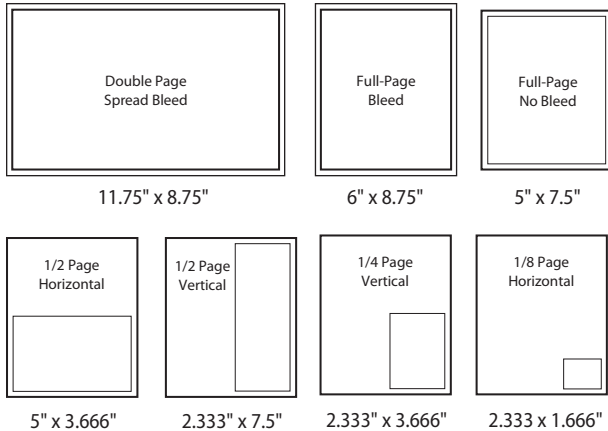
Online Specifications - For more information, visit: www.naylor.com/onlinespecs

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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

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



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
AIG Travel
Akron/Summit CVB
Alabama Bureau of Tourism & Travel
Alabama Gulf Coast CVB
Alabama Tourism Department
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
Bayfield Chamber of Commerce & Visitor
Bayou LaFourche Area Convention & Visitors Bureau
Bentonville Advertising & Promotion Commission
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
Calgary Stampede
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
Citrus County Visitor's & Convention Bureau
City of Beaumont-CVB
City of Waco - Waco CVB
Clute CVB
Coahoma County Tourism Commission
Columbus Area Visitors Center
Conroe Convention & Visitors Bureau
Corinth Area CVB
Dallas Convention & Visitors Bureau
Daytona Beach Area CVB
Del Rio Chamber of Commerce
Discover Long Island
Dodge City CVB
Door County Visitor Bureau
Edmonton Tourism
Effingham Convention & Visitors Bureau
Elko Convention & Visitors
Energi PR
Explore Fairbanks
Fairbanks Convention & Visitors Bureau
Fargo Moorhead CVB
Festival International de Louisiane
Fiesta San Antonio Commission
Finney County Convention and Visitors Bureau
Frisco Convention & 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 Birmingham 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
Jefferson CVB
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
Long Island CVB
Lou Hammond & Associates
Madison Visitors Center
Manhattan CVB
Martin County Tourism & Marketing Office
McPherson Convention & Visitors Bureau
Miami County Ohio Visitors & Convention Bureau
Midland Convention & Visitors Bureau
Mississippi Division of Tourism

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Past Advertisers Continued

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Missouri Division of Tourism
Natchitoches Area CVB
New Orleans CVB
New Smyrna Beach Visitors Bureau
Newton CVB
Norfolk County Tourism
Norman CVB
North Little Rock CVB
North Olympic Peninsula Visitors & Convention Bureau
North Platte/Lincoln County Convention and Visitor's Bureau
Northwest Ontario c/o Tourism Thunder Bay
Odessa CVB
Oklahoma Tourism & Recreation Dept
Old 96 District Tourism Commission
Olde English District
Orange County Convention and Visitors Bureau
Ottawa Tourism & Convention Authority
Outer Banks Visitors Bureau
Oxnard CVB
Palestine Visitors Center
Peterborough & the Kawarthas Tourism
Petoskey-Harbor Springs-Boyne Country
Poimiroo & Partners
Racine County Convention & Visitors Bureau
Randolph County Tourism Development Authority
Red Carnation Hotels
Redding Convention & Visitors Bureau
Richmond Metropolitan CVB
Ridgeland Tourism Commission
Sainte Genevieve Department of Tourism
Salem MA
Salem Witch Museum
SATW Foundation
Seguin, Texas CVB
Shreveport-Bossier Convention & Tourist Bureau
Sonora Resort
South Carolina Department of Parks, Recreation & Tourism
Southern Shore Tourism Council
South Fork, Colorado Convention and Visitors Bureau
Southern Ocean County Chamber of Commerce
St. Landry Parish Tourism Commission
St. Tammany Parish/Louisiana's Northshore
Susquehanna River Valley Visitors Bureau
The Colonial Williamsburg Foundation
The Colony CVB
The Columbus-Lowndes CVB
Tioga County Visitors Bureau
Topeka Convention and Visitors Bureau
Tourism Saskatoon
Tourism Thunder Bay
TravCorp USA, Inc.
Travel Guard Chartis
Travel Michigan
TravMedia
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 Billings
Visit KC
Visit Lubbock
VISIT Milwaukee
Visit Orlando
Visit Rochester
Visit Wichita
Waco CVB
Walt Disney World Public Relations
West Hollywood Convention and Visitors Bureau
West Virginia Division of Tourism
Wytheville CVB
Yosemite Sierra Visitors Bureau

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