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Travel News Today



### ABOUT US

Canada's go-to digital news source for travel agents, advisors, and the travel trade.

We deliver timely industry updates, destination features, supplier spotlights, and strategic insights that help travel professionals sell smarter.

## AUDIENCE SNAPSHOT

#### **Primary Audience**

Canadian travel agents, tour operators, consortia, and trade professionals

### Geographic Focus

70% CANADA 20% U.S 10% INTERNATIONAL

### **Core Demographic**

Ages

25 - 54,
majority female, pro

majority female, professional buyers

# WEBSITE DISPLAY ADVERTISING (CPM-BASED)

Placement	Size (px)	Rate (USD)
Leaderboard (Top)	728×90	\$25 CPM
Medium Rectangle (MPU)	300×250	\$20 CPM
Run-of-Site (ROS)	300×250 or 728×90	\$15 CPM
Homepage Takeover	Custom	\$3,500/month

# EMAIL NEWSLETTER ADVERTISING (1X PER WEEK)

Placement	Size (px)	Rate (USD)
Featured Banner (Top)	600×150	\$1,250 per send or \$40 CPM
Inline MPU	300×250	\$750 per send or \$25 CPM
Sponsored Issue (Full)	Full coverage	\$2,500 per send

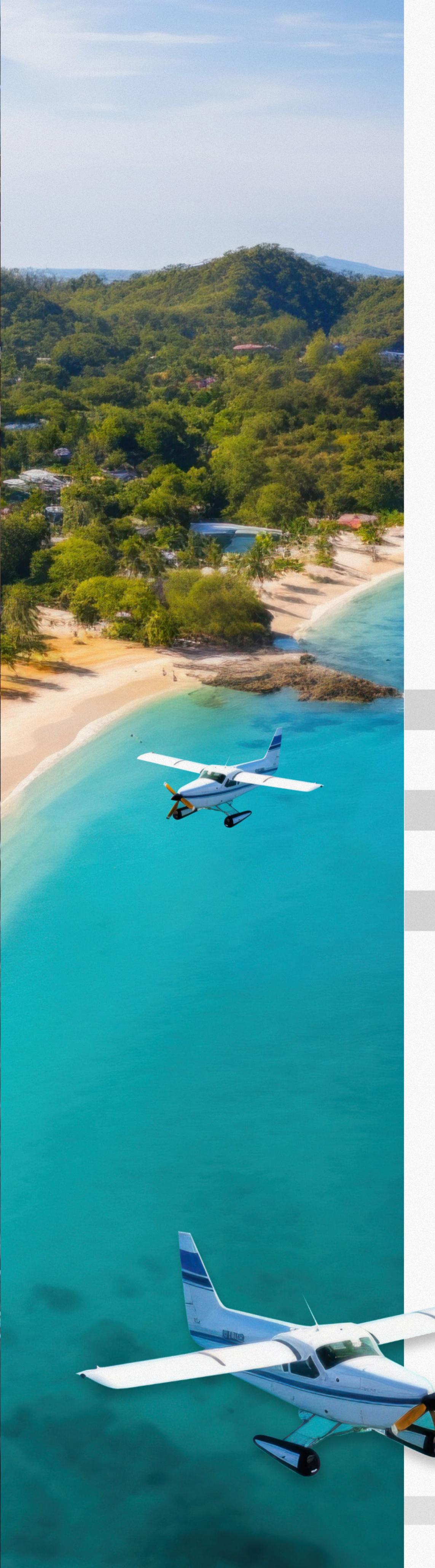
### SPONSORED CONTENT & EDITORIAL

Format	Description	Rate (USD)
Sponsored Article	500–800 words, 1 image, 1 link, optional byline	\$3,000
3-Part Editorial Series	Thematic series aligned with editorial calendar	\$5,000
Hotel/Resort of the Month	Article + banner + newsletter + social bundle	\$6,500

### SOCIAL MEDIA & VIDEO ADD-ONS

Format	Description	Rate (USD)
Branded Video (1–2 mins)	Website embed + organic social distribution	\$2,000
Social Post (Static)	Post with brand message, link, image	\$500-750
Social Post + Video Teaser	Short-form cut for IG, FB, LinkedIn	+\$250 add-on





## CUSTOM BUNDLES AVAILABLE

Let us build a fully integrated campaign for your destination, resort, or travel brand.

#### Options include

- Newsletter + Web Display + Sponsored Article
- Hotel of the Month Sponsorship
- FAM Trip Promotions
- Multi-month Discount Packages
- Contact us to discuss a tailored solution.

### SPECS & DEADLINES

Ad Type	Size (px)	File Types	Lead Time
Website Banners	728×90, 300×250	PNG, JPG, GIF	5 business days
Newsletter Banners	600×150, 300×250	PNG, JPG	5 business days
Sponsored Articles	Word document + 1–2 images	DOCX, JPG	7 business days
Video Submissions	Max 2 min, 1080p+	MP4	10 business days

### CONTACT

Advertising & Sponsorship Inquiries

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