

SATW Email Newsletter Advertising

The SATW newsletter is distributed to 1,100 members in North America who are some of the most influential journalists, public relations experts and destination representatives in the travel industry. This is a great opportunity to share information about your company, destination, product or service.

Frequency

The SATW newsletter is distributed twice per month on the 2nd and 4th Tuesdays of the month. The newsletter issues feature membership news, meeting and convention updates, new clients for public relations members, assignment inquiries, upcoming events, press trips and job opportunities.

Purchase Terms

Pricing is based on a per-edition cost with a minimum purchase of a full month, or two editions. All placement is on a first come, first serve basis.

Due Dates

All ads are due at least one week prior to the newsletters being distributed. Those dates are as follows:

- First Tuesday of the month
- Third Tuesday of the month

Ad Placements

Each newsletter edition will feature 2 ads. Primary Placement Ads are located between the first and second major sections of the newsletter. Secondary Placement Ads are located between the second and third major sections.

Price Breaks

SATW will offer discounted prices for advertising purchased for multiple editions. Discounted prices are listed below.

| Ad Type | 2-4 Editions | 6-8 Editions | 9-11 Editions | 12 + Editions |
|---------------------|-------------------|-------------------|-------------------|-------------------|
| Primary Placement | \$500 per edition | \$450 per edition | \$425 per edition | \$375 per edition |
| Secondary Placement | \$400 per edition | \$325 per edition | \$300 per edition | \$275 per edition |

Specifications

1280 x 350 pixels, RGB color values, 25MB or less, Format: .jpeg or .png, Static design (no animation), PPI: 72 pixels per inch resolution

Any Active, Associate or travel-related company can advertise. Advertising in the newsletter doesn't provide membership or regular receipt of the newsletter.

All material is provided by advertiser and subject to prior approval by SATW. SATW reserves the right to alter or reject any copy which it feels is not in keeping with publication standards. Advertiser assumes the responsibility for any and all claims arising from its advertisement which are made against SATW, and agree to hold SATW harmless.

To Purchase

If you are interested in placing an ad in the SATW newsletter, please contact:
info@satw.org.