

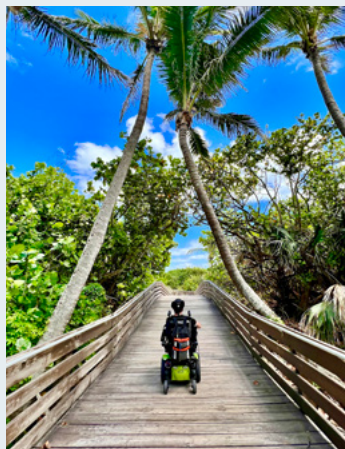
For additional questions contact  
Rachel Celentano, Sales Director  
at [RCelentano@SATW.org](mailto:RCelentano@SATW.org)



**INSPIRING TRAVEL**  
THROUGH RESPONSIBLE JOURNALISM

# SATW 2025 Partnership and Advertising Opportunities

For Tourism Boards, Brands  
and Other Partners



# Table of Contents

<b>WHY SPONSOR SATW?</b>	<b>3</b>
<b>SATW President Letter</b>	<b>4</b>
<b>Annual Partnerships</b>	<b>5</b>
<b>Webinar Sponsorships</b>	<b>6</b>
<b>Why Sponsor the SATW Annual Convention?</b>	<b>7</b>
Signature Sponsorships	8
Title	8
Opening Ceremony	8
Meet the Editors	8
Media Marketplace	8
NEW! SATW Thought Leadership Video Series	8
70th Year Commemorative Program Advertising	9
Convention Receptions	9
Headshot Sponsor	10
Convention Meetings	10
Convention Bag	10
Convention Items	11
Custom Sponsorships	11
<b>SATW Virtual Sponsorship</b>	<b>12</b>
<b>SATW Advertising</b>	<b>13</b>
<b>Thank You to 2024 SATW Sponsors</b>	<b>14</b>



INSPIRING TRAVEL  
THROUGH RESPONSIBLE JOURNALISM





## Why Sponsor SATW?

SATW is a professional association made up of 1,000 qualified journalists, photographers, editors, digital publishers, public relations experts, destination representatives and, broadcasters mostly from the United States and Canada, who make a living through creating and disseminating travel content. To ensure our members are active and held to a high, verified standard, SATW requires all members to qualify for initial membership and requalify for membership every three years.

**Founded in 1955, SATW comprises Travel's Most Trusted Voices and focuses on its simple and worthy mission:**

**To Inspire Travel Through Responsible Journalism.**

Our members represent, and are, many of the most **influential content producers** in the travel industry. Sponsorship with SATW increases your exposure to these members and supports SATW as an organization. Supporting SATW is supporting the travel industry, as our writers promote travel to destinations around the world. Their work can be seen in the world's most prestigious and popular print, digital and broadcast channels including but not limited to:

The Boston Globe, Chicago Tribune, The New York Times, The Globe and Mail (Canada), The Toronto Star, AARP The Magazine and AARP.com, Travel + Leisure, Conde Nast Traveler, Bloomberg Businessweek and Bloomberg Pursuits, AFAR, Southern Living, Westways, BBC Travel, Ebony, Cnn.com, The Points Guy, Lonely Planet, National Geographic, Frommers.com, Wine Spectator, NPR, 10Best.com, CruiseCritic.com, USA Today, Everything Everywhere Daily Podcast, and more!

These outlets share information with your target audience.

**This is your opportunity to reach travel writers from the most influential media outlets in the world.**

**Travelers are our readers.** Armchair travelers, dreamers, active travelers, couples, families, solo travelers, seniors and everyone in between read our stories.

**Partner with SATW and together, we will promote travel around the world.**



Supporting  
SATW is  
supporting  
the travel  
industry

AARP®

AFAR

The  
Boston  
Globe

Chicago Tribune

Condé Nast  
Traveler

cruise critic

lonely planet

NATIONAL  
GEOGRAPHIC

The  
New York  
Times

THE  
POINTS  
GUY ↗

TORONTO STAR

TRAVEL+  
LEISURE

## Dear Friend of SATW,



As the 2024-2025 SATW President, I am honored to serve this great organization in its 70th year. I also realize the tremendous importance of the continued support of partners like you. After all, I've been working for outdoor and adventure travel associations

for more than 20 years, running partnership programs that I retooled, nurtured and expanded. Thus I both understand – and truly appreciate – partnerships like yours.

The SATW community is a truly unique one, with nearly 700 highly skilled and meticulously vetted travel media who are telling their stories via virtually every media available to them and highlighting destination and travel products from (and to) the entire planet. The remaining third of our members are PR professionals in the travel industry—representing DMOs, hotels, cruise lines, tour companies, and more—who are essential to both our organization and the broader travel sector. Becoming a sponsor or advertiser with SATW is the best way to reach travel writers from the most influential media outlets in the world – and, ultimately, their readers.

As part of my work with the SATW staff, we continue to offer diverse sponsorship opportunities including Annual, Convention, and Webinar sponsorships. We invite you to invest with SATW and reap the significant returns of being a SATW Sponsor.

**Annual Sponsorships** include opportunities to promote your company year-round. There are several discounted packages available that combine convention, webinar, and membership visibility. SATW takes pride in its 75% email open rate and our email platform is a great vehicle to have your company seen by hundreds of travel industry professionals.

**Online Membership Directory Advertising** is a fantastic way to keep your brand top-of-mind with members while they're connecting with each other!

**Convention Sponsorships** are specifically tailored to promote your company at our 2025 Annual Convention, taking place in Detroit from September 11-14, 2025. This four-day event typically has more than 265 attendees, and is attended by travel media and PR professionals.

**Webinar Sponsorships** increase your visibility directly with SATW members with 70-100 members attending each session! Either take over an entire webinar, or sponsor the introduction. In addition, we have a **NEW** opportunity to sponsor the entire New Member Webinar series. The new member webinars are held quarterly. Be the first company to welcome new members into SATW in 2025!

**Virtual Meet the Editors** is available to one exclusive sponsor for the virtual space and to present to our members – at least 115 attend annually.

**70th Year Commemorative Program Advertising** is a new opportunity to celebrate 70 years of SATW's excellence in travel journalism with a special edition program, showcasing key milestones and contributions to the travel media industry. Limited advertising space is available—an exclusive chance to reach top industry professionals, storytellers, and influencers in travel.

**Custom Packages** are always available. Becoming a sponsor or advertiser with SATW is the best way to reach travel writers from the most influential media outlets in the world. Don't see a package that fits your needs or in your budget? Please contact Rachel Celentano at [rcelentano@satw.org](mailto:rcelentano@satw.org) and we'll work with you to develop a custom packet to meet your needs, budget and goals.

Thank you for your continued consideration to partner with SATW. Our events, resources and benefits are your pipeline to an array of new and lasting connections within the travel industry. We look forward to an exciting year of collaborating with you and providing strong return on your investments in our influential community.

Thank you,

**Chez Chesak**  
2024-2025 SATW President



# Annual Partnerships

	Diamond	Gold	Silver	Bronze
	\$20,000 EXCLUSIVE	\$12,000 UNLIMITED	\$7,500 UNLIMITED	\$5,000 UNLIMITED
Total Value	\$28,000	\$13,500	\$9,000	\$6,300
<b>Advertising</b>				
Website (1 Year) Acknowledgement of sponsor on SATW website year-round	Recognized as Diamond Partner with Linked Logo on Home & Sponsor Page	Recognized as Gold Partner with Linked Logo on Home & Sponsor Page	Recognized as Silver Partner with Linked Logo on Home & Sponsor Page	Recognized as Bronze Partner with Linked Logo on Home & Sponsor Page
Newsletter Ad	6 Primary Ad Placements	4 Primary Ad Placement	2 Secondary Ad Placement	1 Secondary Ad Placement
E-Blasts	4 promotional eblasts to SATW members and contacts	2 promotional eblasts to SATW members and contacts	1 promotional eblast to SATW members and contacts	
Share a discount with SATW members on the Benefits Member Portal Page	✓	✓	✓	✓
Print Membership Directory Recognition	Recognized as Diamond Partner with Logo	Recognized as Gold Partner with Logo	Recognized as Silver Partner with Logo	Recognized as Bronze Partner with Logo
Social Media: Press release and socialmedia announcement about your sponsorship	✓	✓	✓	✓
<b>Membership</b>				
Organizational	1 Organizational Membership (1 year - 3 members)	1 Organizational Membership (1 year - 3 members)		
Individual			2 Individual Memberships	1 Individual Membership
<b>Company Development</b>				
Focus Group	One focus group session with a team of five SATW Members to provide direction on any topic of your choosing			
<b>Webinar</b>				
Exclusive Webinar	1	1		
Presenter	2	1	1	
Registration	8 Complimentary	6 Complimentary	4 Complimentary	3 Complimentary
<b>Annual Convention</b>				
Recognition at Convention	Recognized as Diamond Partner with Logo in slidedeck	Recognized as Gold Partner with Logo in slidedeck	Recognized as Silver Partner with Logo in slidedeck	Recognized as Bronze Partner with Logo in slidedeck
Media Marketplace	1 Table at a key location	1 Table at a key location	1 Table at a key location	1 Table at a key location
Registration	2	1	1	1
Registration Discount	20% Off Additional Conference Registrations beyond above complimentary registrations	20% Off Additional Conference Registrations beyond above complimentary registrations		
<b>Virtual Media Marketplace</b>				
Registration	3 Complimentary	3 Complimentary	2 Complimentary	1 Complimentary
Virtual Media Marketplace Sponsorship	Recognition on e-mail marketing for Virtual Media Marketplace, appointment confirmation emails & welcome attendees to our VMM Happy Hour			



# Webinar Sponsorships



## New Member Webinar Series | \$2,500 USD

Be the first company to greet SATW members at the beginning of our SATW New Member Webinar Series! The SATW Membership Chair holds quarterly meetings with new members to review everything SATW has to offer; benefits, events, discounts and more. This is an intimate experience, with 5-10 members attending quarterly. Benefits include the ability to play a 1-2 min video for all attendees, along with one “Thank You” post on social media for your sponsorship.

SATW has approximately 1,000 members with over 75% being website owners, photographers, journalists, freelance writers, editors, digital publishers, videographers, and more. The remainder of members are public relations professionals, destination management organizations, and CVBs.

**Our webinars e-blasts have a high, 75% open rate and attract 70-100 Freelance Writers, Editors, Digital Publishers and Associates per webinar.**

### Our Professional Development Webinar Series provides:

**Skill Enhancement:** Webinars often focus on specific aspects of travel writing, such as storytelling, photography, or marketing. Attending a series allows writers to sharpen their skills and stay up-to-date with industry trends.

**Expert Insights:** Webinars are typically hosted by experienced travel writers, editors, or industry professionals who share their knowledge and insights. Participants can gain valuable advice and learn from the experiences of successful writers.

**Networking Opportunities:** Webinars often provide a platform for participants to interact with speakers and fellow attendees. Building a network within the travel writing community can lead to collaboration opportunities, job referrals, and partnerships.

**Time and Cost-Efficient:** Webinars are cost-effective and eliminate the need for travel, making professional development more accessible. They are recorded, allowing participants to review the content at their convenience.

**Industry Updates:** The travel industry is constantly evolving. Webinars can provide writers with the latest information on travel trends, destinations, and publishing opportunities.

**Diverse Perspectives:** Webinars often feature speakers from various backgrounds and niches within travel writing. This diversity of perspectives can broaden participants’ horizons and introduce them to different writing styles and markets.

Become part of this initiative by sponsoring our Professional Development Series by becoming a Presenter or host an Exclusive Webinar!



	Exclusive Webinar	Presenter
	\$2,000	\$1,500
<b>Total Value</b>	<b>\$4,000</b>	<b>\$2,500</b>

Pre-Event		
Company recognized on registration page for sponsored program, hyperlink to company URL/	✓	✓
Sponsor company link and logo included in mentions on communications with members regarding sponsored program	✓	✓
Sponsor logo included within registration program promotion – invitation, confirmations	✓	✓
Thank you to our sponsors included in newsletter with sponsor company link and logos	✓	✓
Program		
Complimentary Webinar Registrations	3	3
Verbal acknowledgement of the sponsor including one company representative by SATW President or Moderator	✓	✓
Opportunity to welcome attendees. May include introduction video (approx. 1-3 minutes)		✓
Sponsored Content: You pick the topic, speakers, format determined by sponsor (all above to be preapproved by SATW)* Presentation 45 minutes in length	✓	
Post-Event		
Thank you acknowledgement to sponsor of program included in all post communications including social media, content recording and survey	✓	✓

Note: Webinars are typically held bi-weekly on Tuesdays at 1:00 pm ET.

# Convention Sponsorships

SATW is pleased to offer packages specially curated to increase your impact and expand your brand awareness during the Convention. Don't see a package that interests you? Let's work together to find a solution. Contact Rachel Celentano at [RCelentano@SATW.org](mailto:RCelentano@SATW.org).

*All sponsorships are exclusive unless otherwise noted.*

## CONVENTION QUICK FACTS:

**Signature Events:** SATW presents an opening ceremony, evening awards event and awards reception. These events are opportunities to have all eyes on you, as the sponsor, to address over **265 travel media and PR professional attendees**.

**Media Outlets:** Our members represent, and are, many of the most influential content producers in the travel industry. Their work can be seen in the **world's most prestigious and popular print, digital and broadcast channels**. Schedule meetings with our members at our **Media Marketplace** during the convention.

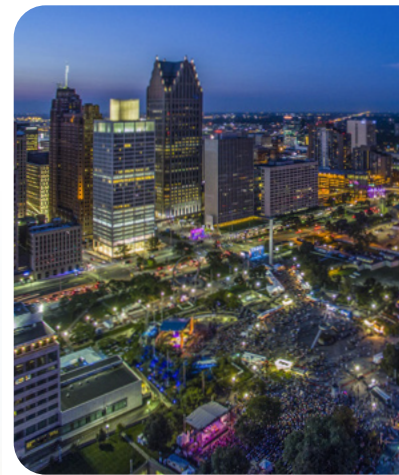
**Professional Development Panels:** SATW hosts PD Sessions covering hot topics in the travel industry. These topics include Diversity in Travel, Sustainability, Artificial Intelligence in Journalism, an interactive Meet the Editors Panel and destination specific content. Don't miss the chance to partner with us and sponsor our PD Sessions.

**Chapters & Council Meetings:** SATW is comprised of Chapters, based on member location, and Councils, based on member specialty. SATW has four Chapters (Canadian, Central States, Eastern and Western) and four Councils (Associates, Digital Publishers, Editors and Freelance). During the Annual Convention, each chapter and council gather for their perspective meetings. This offers a unique opportunity for Chapter and Council Sponsors, as you can tailor your speech to each audience.

**Convention Advertising:** Your advertising reaches beyond the convention with our pre-convention e-blasts, with our emails reaching our 1,000 members specializing in travel freelancing, editing, digital publishing and media. In addition, your logo on our convention website reaches over 4,000 website visitors weekly. This benefit is included in all of our convention sponsorship packages.

### Continue to learn about our SATW Annual Convention Sponsorships!

*\*All convention sponsorships include Recognized as a sponsor in Convention e-mails, acknowledgment as sponsor in all Convention marketing material and linked company logo on the Convention website.*





# Convention Sponsorships

## Signature Sponsorships

Our Signature Sponsorships for the SATW Annual Convention include:

- Recognized in SATW bi-monthly e-newsletter during the months leading up to and the month of the Convention
- Recognition in the Convention schedule on the mobile app, convention webpage, and marketing materials
- One complimentary attendee registration
- Table at a key location at the Media Marketplace
- Opportunity to provide an item for the Convention bag
- Prominent onsite signage and podium recognition



Select Your Signature Sponsorship

**Title Opportunity | \$20,000 USD | Total Value \$25,620 USD**

**Awards Dinner:** Includes the opportunity to address attendees or submit a 1-3 minute video before announcing the SATW Muster and Phoenix Award winners. In addition, enjoy year-round benefits such as one full-page ad in the SATW Directory, 3 social media posts, banner ad in the daily e-newsletters leading up to the event and one organizational membership (1 year - 3 members).



**Opening Ceremony Opportunity | \$15,000 USD | Total Value \$21,000 USD**

**Welcome Address:** Includes the opportunity to address Convention attendees at the Welcome Address, show a promotional video (1-3 min) and year-round benefits including one organizational membership (1 year - 3 members) and one newsletter highlight.



**Meet The Editors Sponsor | \$15,000 USD | Total Value \$21,000 USD**

**Meet The Editors:** Welcome all attendees and show a promotional video (1-3 min.) at the Meet the Editors session, where A-list editors from travel and lifestyle publications speak and discuss the types of stories they're looking for, how best to get in touch, and, most importantly, pay rates. This is a highly popular session that attracts a high volume of freelance writers, photographers, digital publishers and editors. This sponsorship includes one organizational membership (1 year - 3 members) and one newsletter highlight.

**Media Marketplace Sponsor | \$12,500 USD | Total Value \$17,000 USD**

**Media Marketplace:** Includes company logo on bar signage and on-screen during Marketplace. Be creative by designing a special signature drink at marketplace, you choose the name! The Media Marketplace uses a separate platform for scheduling appointments. You'd receive additional exposure by being recognized on all Media Marketplace communications prior to the convention. Additionally, you have the opportunity to incorporate an activity during marketplace! Have fun with it — you could incorporate a giveaway during a break and more! This sponsorship includes one Associate Membership (1 year - 1 member).

## NEW! SATW Thought Leadership Video Series

**\$10,000 USD | Total Value \$15,000 USD**

Maximize your brand's impact by sponsoring the video series, featuring up to 6 exclusive interviews with experts in the travel industry. Your logo will be prominently showcased in each video, along with a verbal shoutout. We will include a video interview with your company representative on-site. These videos will be shared on SATW's social media channels. We will share your company's recorded interview with you for post-convention marketing. This sponsorship includes one Associate Membership (1 year - 1 member).



### 70th Year Commemorative Program

In celebration of seven decades of promoting excellence in travel journalism, the Society of American Travel Writers (SATW) is proud to present the 70th Year Commemorative Program. This special edition will feature a journey through SATW’s rich history, highlighting key milestones, and the organization’s significant contributions to travel media over the past 70 years.

As part of this milestone celebration, there are limited opportunities to purchase advertising space in the commemorative program. This is a unique chance to reach a highly engaged audience of industry professionals, storytellers, and influencers, ensuring your message is seen by some of the most influential voices in travel.

Join us in reflecting on the achievements that have shaped SATW and celebrating the future of travel storytelling.



#### Print Advertising Pricing:

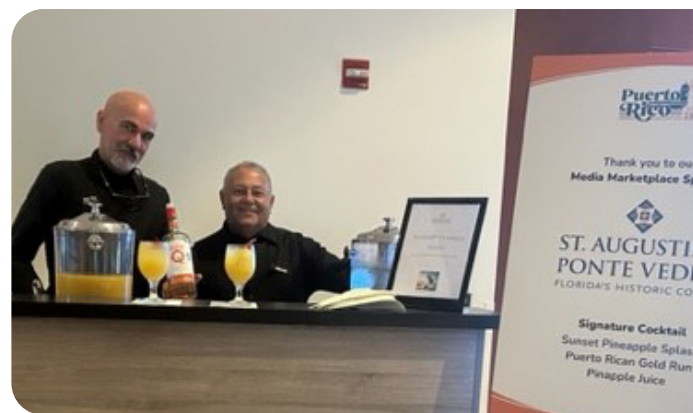
- Outside back cover (EXCLUSIVE) — 5” x 8” (plus 1/8-inch bleed) ..... **\$2,500 USD**
- Inside front cover (EXCLUSIVE) — 5” x 8” (plus 1/8-inch bleed) ..... **\$1,500 USD**
- Inside back cover (EXCLUSIVE) — 5” x 8” (plus 1/8-inch bleed)..... **\$1,250 USD**
- Regular positions full page — 5” x 8” (plus 1/8-inch bleed)..... **\$800 USD**
- Regular positions half page — 5” x 4” (plus 1/8-inch bleed) ..... **\$400 USD**



### Reception Sponsors

#### All Convention Reception Sponsorships include:

- Your company logo on bar signage and on-screen during Reception
- Signature drink at the Reception, you choose the name
- Company logo on signage for the event
- One complimentary attendee registration
- Table at Media Marketplace
- Recognized as the reception sponsor in Convention e-mails
- Acknowledgment as the Reception Sponsor in all Convention marketing material
- Linked company logo on the Convention website



#### Select Your Reception Sponsorship:

**Awards Reception | \$10,000 USD | Total Value \$13,500 USD**

Say congratulations to all award nominees, winners, spectators with a cocktail sponsored by you.

**First Timers Reception | \$5,000 USD | Total Value \$7,500 USD**

Welcome new attendees to the SATW Annual Convention with a sponsored cocktail.



### Headshot Sponsor

**\$7,500 USD** | Total Value **\$10,000 USD**

As the Headshot Sponsor, your brand will be prominently featured at a dedicated space where attendees can have professional headshots taken. This highly valued service attracts participants seeking to enhance their professional profiles, ensuring significant engagement with your brand. This is a unique opportunity to associate your company with career advancement and professional excellence.

#### Meetings Benefits

- Logo placement on signage at the Headshot Lounge.
- Opportunity to provide branded items or messaging at the lounge.
- One complimentary attendee registration
- Table at the Media Marketplace
- Recognized as a sponsor in Convention e-mails
- Acknowledgment as sponsor in all Convention marketing material
- Linked company logo on the Convention website

### Convention Bag Sponsor

**\$7,500 USD** | Total Value **\$10,000 USD**

As the Convention Bag Sponsor, your brand will be prominently featured throughout the event as the primary bag attendees will use for their items.

#### Meetings Benefits

- Logo placement (one-color) on convention bag.
- Opportunity to provide branded item in convention bag.
- One complimentary attendee registration
- One table at the Media Marketplace
- Recognized as a sponsor in Convention e-mails
- Acknowledgment as sponsor in all Convention marketing material
- Linked company logo on the Convention website

### Meetings Sponsor

**\$6,500 USD** | Total Value **\$11,000 USD**

#### Meetings Benefits

Have the opportunity to address attendees (1-2 minutes) during the four meetings. You'll be escorted to the meeting and introduced to the meetings by the SATW President. This includes the opportunity to distribute material or other handout at each meeting.

#### Benefits

- One complimentary attendee registration
- Table at the Media Marketplace
- Recognized as a sponsor in Convention e-mails
- Acknowledgment as sponsor in all Convention marketing material
- Linked company logo on the Convention website



### Select Your Meeting Sponsorship:

**Council Meetings Sponsor:** The Society of American Travel Writers is made up of four major divisions known as Councils. Each Council provides a place for members in that segment of the industry to meet and discuss issues and to obtain skills training relevant to what they do for a living. Active members may belong to either the Freelance Council or Editors Council, while public relations professionals belong to the Associates Council. Each Council holds a meeting at the SATW Annual Convention. Help us support our Councils by sponsoring our Council Meetings. This is your opportunity to address each council by welcoming our members and showcasing your company!

**Chapter Meetings Sponsor:** SATW is comprised of four geographical regions and three industry councils based on profession. Members belong to both a council and a chapter that each have designated meeting during the year in addition to the annual convention for all members. Introduce the Chapter meetings with a warm greeting from your company to connect with our member at the Chapter-level.

**Professional Development Session Sponsor:** SATW hosts PD Sessions covering hot topics in the travel industry. Past topics include Diversity in Travel, Sustainability, Artificial Intelligence in Journalism, and destination specific content. Select four sessions to introduce as a sponsor. Don't miss the chance to partner with us and sponsor four PD Sessions!





# Convention Sponsorships

Promote Your Company!



YOUR LOGO!



## Hat Sponsor | \$5,500 USD

As the Hat Sponsor, your logo will be co-branded with the SATW logo on all hats distributed to attendees. These hats will serve as a wearable keepsake, ensuring long-lasting visibility for your brand during the event and in the daily lives of attendees afterward. This exclusive sponsorship opportunity combines practical utility with impactful brand recognition, making your company a standout presence.



## Name Badge Holder Sponsor | \$5,000 USD

Have your company logo conveniently displayed on all attendee badges. Each attendee will receive their badge during registration and will wear it throughout the duration of the convention.



## Hand Sanitizer Sponsor | \$4,500 USD

Elevate your brand visibility and demonstrate your commitment to health and safety with our exclusive Hand Sanitizer Sponsorship. This sponsorship includes your logo on hand sanitizers (distributed in conference bag), and recognition



## Hotel Key Cards | \$5,000 USD

Get noticed by having your message on the hotel keys for SATW show attendees. Be the brand every attendee sees first thing in the morning, last thing at night and every other time they enter their hotel room.



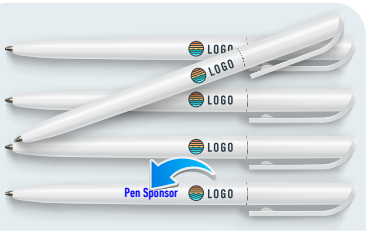
## Day Tour Lunch Sponsor | \$3,500 USD

Savor the moment and sponsor our boxed lunches for all of our full Day Tours on Friday! This sponsorship includes your logo on stickers placed on each boxed lunch and signage at the Day Tour Meeting Area. In addition, you'll receive recognition as a sponsor in convention e-mails, acknowledgment as sponsor in all Conference marketing material, and linked company logo on the convention website.



## Note Pads Sponsor | \$3,000 USD

Have your company logo on all the conference notepads and pens given to attendees in tote bags at check-in. You'll also be providing a valuable resource for attendees to use as they take notes throughout the conference.



## Pens Sponsor | \$1,750 USD

Put your brand in the hands of every SATW attendee as the SATW Pens Sponsor! These pens will be included in all SATW Convention Bags for distribution.

## Item in Convention Bag | \$800 USD

SATW will place your item in the convention bag that is given to each attendee at the Annual Convention. Material must be pre-approved by SATW and sponsor is responsible for any shipping and handling charges.

## Custom Sponsorship

Becoming a sponsor or advertiser with SATW is the best way for you to get your brand in front of the most influential journalists, public relations experts and destination representatives in the travel industry. Want to become a sponsor, but have another idea? Reach out to Rachel Celentano at [RCelentano@satw.org](mailto:RCelentano@satw.org) for custom package opportunities.



# Virtual Meet the Editors Sponsorship

## Exclusive Sponsorship | \$7,500 USD | Total Value \$11,000 USD

This Virtual Meet the Editors will allow every single member of SATW a chance to connect, network and continue to build relationships. This is one more way for our community to do our work in the travel industry with our fellow SATW members.

Virtual Meet the Editors Sponsorship is available to one exclusive sponsor to take over the virtual space and present to our members!

### Pre-Event

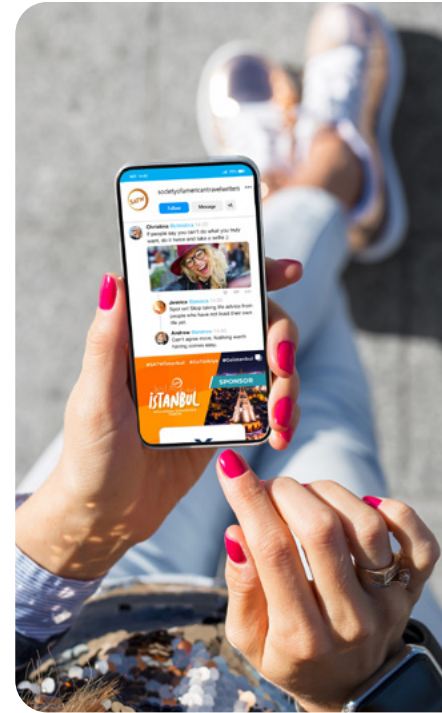
- Company logo with link on SATW's website, in the event portal, and on appointment confirmation emails
- Recognition in four bi-weekly newsletters leading up to the virtual event
- Banner or Header/Footer ad within event portal
- One Organizational Membership (1 year - 3 members)

### Virtual Event Introduction

- Introduction to attendees by SATW President or moderator
- Opportunity to welcome attendees and show a promotional video (may include a video approx. 1-3 minutes)

### Post-Event

- Thank you email with promo to attendees (to be approved and sent by SATW)
- Company logo on post-event survey
- One social media post used by December 31, 2025



## Quick Facts:

- Anticipating more than 115+ freelance travel writers and editors attending
- Multiple appointments per member
- Exclusive SATW member only event!
- All members attending have met the SATW qualification requirements
- Member base is GLOBAL, with over 85% of members based in the US and 15% based in Canada
- SATW has approximately 1,000 members with over 75% being website owners, photographers, journalists, freelance writers, editors, digital publishers, videographers, and more. The remainder of members are public relations professionals, DMOs, and CVBs.



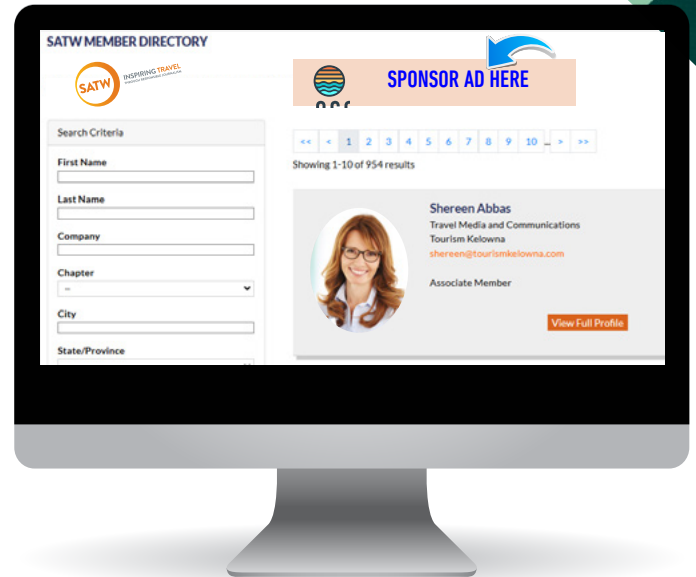




## Online Membership Directory Banner Ad | \$5,000 USD

A year-round reference tool available in print and online with up-to-date information on more than 1,100 top travel writers. Showcase your organization to this influential group of content producers and the travel industry!

Be the brand all SATW members see when they're searching for colleagues. Your banner ad would be placed at the top of the Online Membership Directory, which is continuously updated with new members throughout the year.



## Newsletter Banner Ads

### SATW E-news

Bi-weekly e-newsletter distributed to 1,100 members and contacts. Two ad placements are available in each issue, Primary Placement Ads are located between the first and second major sections of the newsletter, and Secondary Placement Ads are located between the second and third major sections.

#### Primary Placement

- \$1,000 USD (2 issues)
- \$2,700 USD (6 issues)
- \$4,500 USD (12 issues)

#### Secondary Placement

- \$800 USD (2 issues)
- \$1,950 USD (6 issues)
- \$3,600 USD (12 issues)

Ads should be submitted as 1280 x 350 pixels, RGB color value, 25MB or less in .jpeg or .png format. All ads are due at least one week before the newsletters are distributed, the first Tuesday of the month or the third Tuesday of the month depending on the issue you are advertising.



## Thank You to SATW 2024 Sponsors

Allianz  Travel

Celebrity  Cruises®

 **CLIA** CRUISE LINES  
INTERNATIONAL  
ASSOCIATION

  
**DELTA**  
HOTELS  
MARRIOTT

 **JamesTown**  
SETTLEMENT

 **American  
Revolution**  
MUSEUM AT YORKTOWN

 **TTAWA**

  
**PRINCESS**

 **ST. AUGUSTINE  
PONTE VEDRA**  
FLORIDA'S HISTORIC COAST®

**steamclip**™

 **TravMedia**

**THE TRAVEL INDUSTRY'S  
GLOBAL MEDIA NETWORK**

**Travel  
Santa Ana**

 **UnPack Once**

 **WINDSTAR**  
CRUISES  
180° FROM ORDINARY®