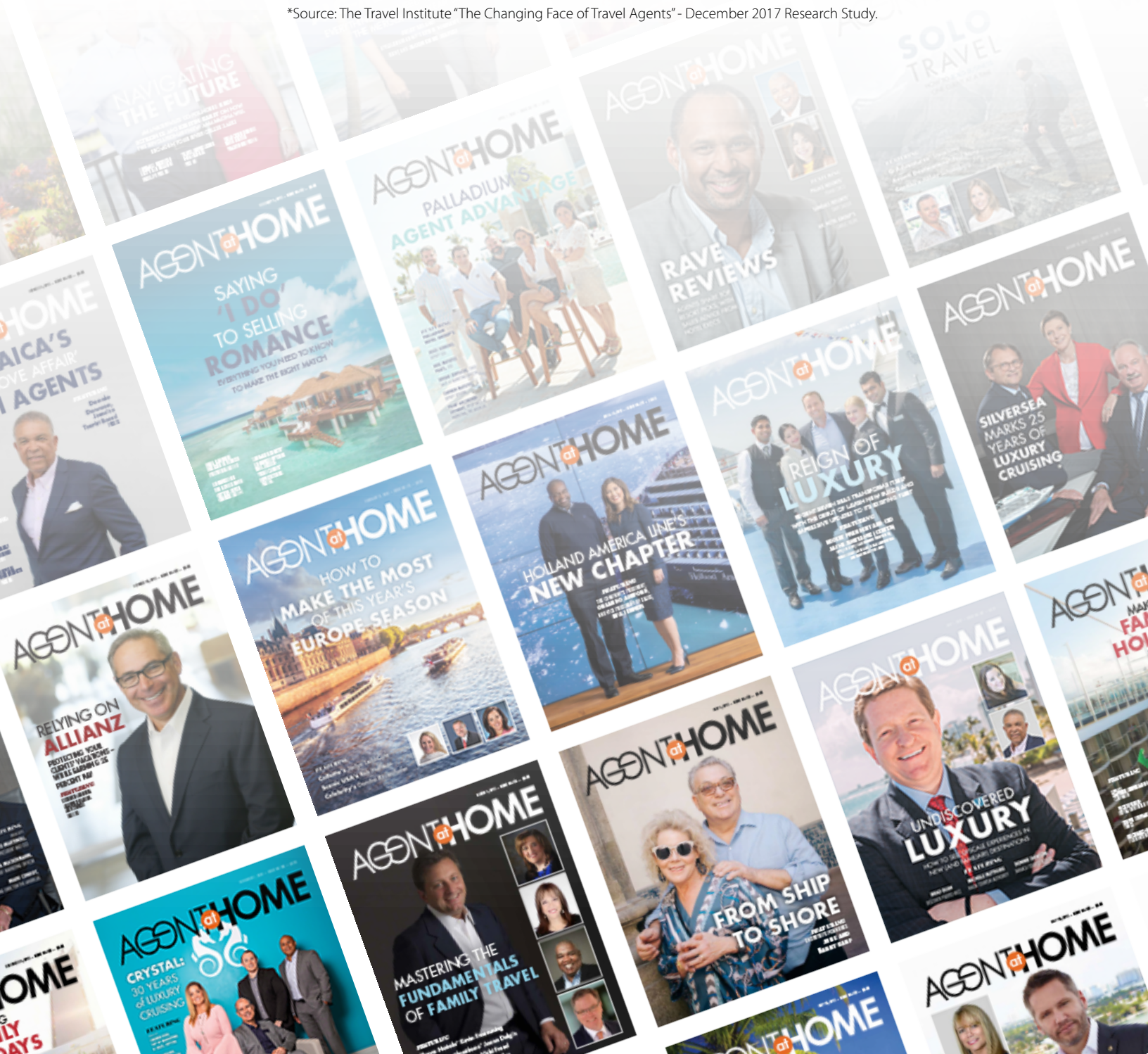


# AGENT at HOME

Creating one-to-one relationships with the travel advisors who make up 70% of the market today\*

\*Source: The Travel Institute "The Changing Face of Travel Agents" - December 2017 Research Study.



## PRINT OPPORTUNITIES

# AGENTatHOME Magazine

## The Business Magazine for Selling Leisure Travel From Home

A unique approach to giving home-based advisors the content they need to increase their leisure sales.

- **ONLY MAGAZINE** for Home-Based Advisors
- **PRINT & DIGITAL** Distribution
- **32,000** Combined Print And Digital Circulation
- **TARGETED ADVERTISING** Opportunities
- **MONTHLY** Distribution



## DIGITAL OPPORTUNITIES

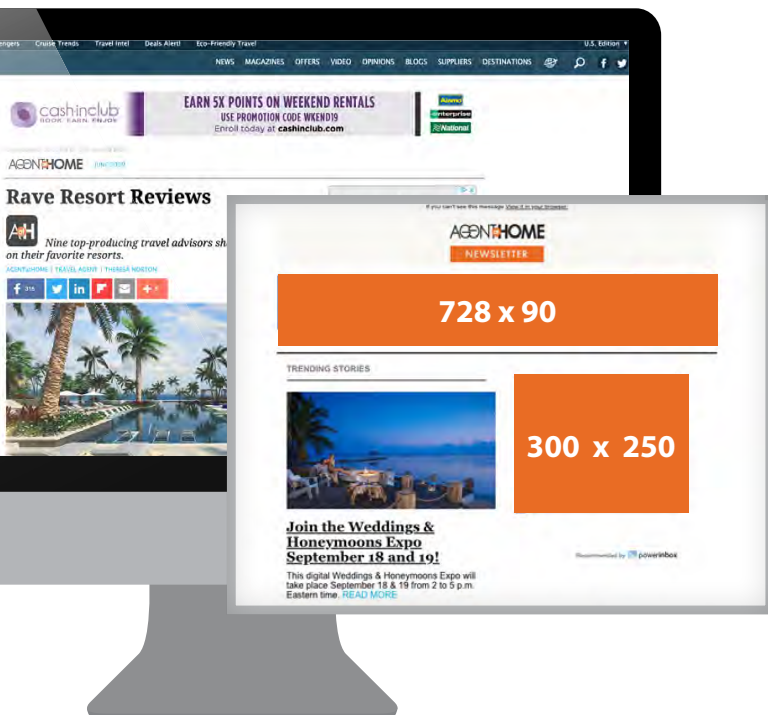
### AGENTatHOME Online

The Digital Extension of AGENTatHOME Magazine Featuring:

- Banner takeovers available on the platform used to engage home-based advisors 24/7 around your brand, tools and unique selling proposition

### Additional Digital Components

- Digital Edition of each complete print magazine is emailed to AGENTatHOME Magazine subscribers
- Standalone, third-party emails are available to be sent to our database of home-based advisors



# 2021 Editorial Calendar

MONTH	COVER STORY	AD CLOSE	MATERIALS DUE	SPECIAL SECTION/GUIDES	AD CLOSE	MATERIALS DUE
JAN	2021 Cruise Issue	12/15/20	1/04/20	Caribbean & The Bahamas*	12/2/20	12/15/20
FEB	Romance Travel	1/15/21	2/1/21		1/6/21	1/15/21
MAR	Boost Your Luxury Sales	2/8/21	2/23/21	Selling Groups & Family Travel	1/27/21	2/8/21
APR	Selling River Cruises	3/9/21	3/23/21		2/25/21	3/9/21
	Sunny Summertime Getaways					
MAY	Selling Tours & Vacation Packages	4/13/21	4/27/21	Caribbean & The Bahamas*	4/1/21	4/13/21
JUN	Selling Groups & Family Travel	5/10/21	5/24/21	All-inclusives	4/28/21	5/10/21
JUL	All About All-Inclusives	6/7/21	6/21/21	The Annual Luxury Report	5/25/21	6/7/21
AUG	Culinary Travel	7/13/21	7/27/21	Caribbean & The Bahamas*	6/30/21	7/13/21
SEP	Family Holiday Travel	8/9/21	8/23/21	Destination Weddings & Honeymoons Guide	7/28/21	8/9/21
OCT	The Growing Luxury Market	9/14/21	9/28/21	The Little Black Book	9/1/21	9/14/21
NOV	Looking Ahead to the Sun-and-Sand Peak Season	10/12/21	10/26/21	Caribbean & The Bahamas*	9/29/21	10/12/21
DEC	2022 Forecast: Cruises, Resorts & Tours	11/5/21	11/19/21	The 2022 Guide to Ocean & River Cruising	10/26/21	11/5/21

\*includes full page advertorial with full page & spread ads





# 2021 Advertising Rate Card

AD SIZE	1 X	3X	6X	9X	12X
<b>Spread</b>	\$30,223	\$27,141	\$26,139	\$24,311	\$22,586
<b>Full Page</b>	\$15,112	\$14,060	\$13,069	\$12,154	\$11,305
<b>1/2 Page</b>	\$9,219	\$8,573	\$7,975	\$7,120	\$6,899
<b>1/3 Page</b>	\$7,096	\$6,600	\$6,141	\$5,710	\$5,309
<b>1/4 Page</b>	\$6,196	\$5,149	\$4,788	\$4,453	\$4,143

# 2021 Marketplace Rate Card

AD SIZE	1 X	3X	6X	9X	12X
<b>1/4 Page</b>	\$6,196	\$5,149	\$4,788	\$4,453	\$4,143
<b>1/8 Page</b>	\$1,225	\$1,106	\$1,043	\$1,010	\$948

# Print Media Requirements

## Saving and Submitting Your Ads

### Materials Due

Artwork must be submitted according to the schedule in the editorial calendars. Limited extensions are available and may be granted by our production department upon request. Cover wrap art and gatefolds must be submitted at least two days in advance of the posted due dates.

### Acceptable File Format

Ads must be submitted as a PDF/x-1a (Acrobat 4, v 1.3) file formatted for **CMYK 4 color process**. Native files will not be accepted and AA services are not offered. PDF preset/job options files are available for download on our advertising portal ([ADS.TRAVALLIANCEMEDIA.COM](http://ADS.TRAVALLIANCEMEDIA.COM)). The PDF preset files may be used to export your PDFs to spec with Adobe products such as InDesign, Illustrator, Photoshop and Acrobat. Quark users may save their ads as a postscript file (from the print menu) and then use Adobe Distiller with the job options file to create a PDF. When preparing files, please make sure all crop marks and color bars are offset by 18pt.

### Sending Files

All PDFs must be uploaded to travAlliancemia's advertising portal: [ADS.TRAVALLIANCEMEDIA.COM](http://ADS.TRAVALLIANCEMEDIA.COM). In the interest of the environment, we no longer accept materials on CD. For preflight testing

purposes, all print ads **MUST** be uploaded to the ads portal by its supplier. This is to ensure all specifications have been met for our printer. Should you have technical difficulties uploading to the website, please contact [PRODUCTION@NTMLLC.COM](mailto:PRODUCTION@NTMLLC.COM) and we will assist you. You will be required to register for access, and your account will maintain all ads you have submitted for publication in AgentatHome for 90 days. Revisions and pickups should be processed through the website.

### Proofing

Information on proof submission may be found on [ADS.TRAVALLIANCEMEDIA.COM](http://ADS.TRAVALLIANCEMEDIA.COM). Upon upload of your PDF to the ad portal, you will receive a preflight report and low-res proof of your ad. During the upload process, you may elect to waive a proof or submit a SWOP-certified proof directly to our printer, Fry Communications. Only a SWOP-certified proof can be used to guarantee the accuracy of the reproduction; without it, make-goods will not be offered. For more information about a SWOP-certified proof, go to [WWW.SWOP.ORG/CERTIFICATION/CERTMFG.ASP](http://WWW.SWOP.ORG/CERTIFICATION/CERTMFG.ASP).

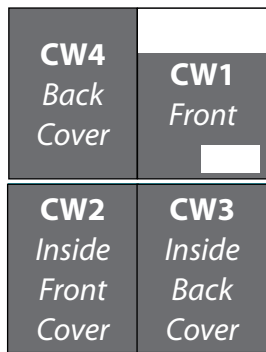
### Custom Services

For information about our custom services, please contact [SALES@TRAVALLIANCE.COM](mailto:SALES@TRAVALLIANCE.COM)

# Mechanical Specifications

Please adhere to the following specifications to ensure the best representation of your artwork.

AGENTatHOME is a saddle-bound publication, printed on 50# coated text with a 100# coated text cover that is UV coated. The trim size for both publications is 8.375" x 10.875" (21.2725cm x 27.6225cm) with a bleed size of 8.625" x 11.125" (21.9075cm x 28.5750cm). Live copy refers to any critical type or image.



**COVER WRAP**

Live Area: 7.625" x 10.125"  
 Trim: 8.375" x 10.875"  
 Bleed: 8.625" x 11.125"

CW 1: Top 2" must remain dead space for a masthead we provide. White/solid colors are not required, but it must not contain any distracting images. White block (4" x 1.75") for address imprint, positioned .25" from right and bottom trim.



**FULL PAGE SPREAD**

Live Area: 16" x 10.125"  
 Trim: 8.375" x 10.875"  
 Bleed: 17" x 11.125"

Allow .25" gutter on each side for safety



**HALF PAGE SPREAD**

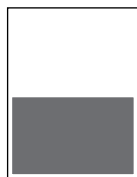
Live Area: 16" x 5"  
 Trim: 8.375" x 5.375"  
 Bleed: 17" x 5.5"

Allow .25" gutter on each side for safety



**FULL PAGE**

Live Area: 7.625" x 10.125"  
 Trim: 8.375" x 10.875"  
 Bleed: 8.625" x 11.125"



**HALF PAGE HORIZONTAL**

Non-bleed: 7.625" x 5"



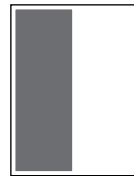
**1/3 PAGE HORIZONTAL**

Non-bleed: 7.625" x 3.25"



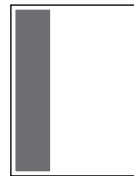
**1/4 PAGE HORIZONTAL**

Non-bleed: 7.625" x 2.375"



**HALF PAGE VERTICAL**

Non-bleed: 3.75" x 10.125"



**1/3 PAGE VERTICAL**

Non-bleed: 2.75" x 10.125"



**1/4 PAGE VERTICAL**

Non-bleed: 3.75" x 5"



**1/8 PAGE**

Non-bleed: 3.75" x 2.375"

# Ad Portal Instructions

Please note that all login credentials are irretrievable. New users should create a new account and be sure to store their username and password in a safe, secure place for future usage. In the case of misplaced login credentials, please simply visit the ad portal and create a new account.

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- 1** Visit the ad portal website at: [ADS.TRAVALLIANCEMEDIA.COM](https://ADS.TRAVALLIANCEMEDIA.COM).
- 2** Create your account, or input login credentials under **“EXISTING MEMBER LOGIN”** and click **“LOGIN”** to reach the ad upload platform.
- 3** Once in the account, click on **“UPLOAD MY AD”** and select the appropriate option on the right hand side of the page:
  - If you are submitting a new creative, please select **“SUBMIT A NEW AD”**
  - If you are submitting a revised creative, please select **“SUBMIT A REVISED AD”**
  - If you want to pick up an ad that was previously uploaded to the portal, please select **“PICKUP AN EXISTING AD”**
- 4** Select the appropriate publication from the list. If running within the magazine, select AGENT@HOME and select **“CONTINUE”**
- 5** Select Issue Date, Ad Size, and select either provide or waive the proof option
- 6** Provide Ad Headline, Advertiser’s Name, advertiser’s web address. Select the 4 Color option, and hit continue.
- 7** Choose the ad file to upload, and hit **“Upload File”**. THIS CAN TAKE A FEW MINUTES DEPENDING ON THE FILE SIZE AND YOUR INTERNET SPEED. Please be patient, the file is being scanned for any errors.
- 8** The preview of your ad will appear after it is uploaded. If the ad was designed to spec, you will not need to adjust anything in the preview. Hit **“NEXT”**
- 9** The ad position preview will appear with the bleed, trim, and safety margins. Click **“APPROVE AD POSITION”**
- 10** Wait for the **“CONGRATULATIONS”** screen. This will confirm that the file has been uploaded.