

ASTA Worldwide Destination Guide 2017/18



Media Information

www.astanetwork.com



FAST FACTS

The *ASTA Worldwide Destination Guide* is an invaluable country-by-country reference guide, packed full of useful member and travel industry information.

- **FORMAT:** US A4, high-quality, perfect-bound publication in full color. Approx 650-plus pages.
- **DESIGN:** Contemporary in style, with strong, vibrant travel and lifestyle visuals.
- **FREQUENCY:** Annual.
- **DISTRIBUTION:** *The ASTA Worldwide Destination Guide* reaches many of the most influential people in the US travel industry. More than 26% of readers report annual sales in excess of \$4m and nearly 55% of readers have sales of more than \$2m. The guide is launched annually in November.
- **READERSHIP:** Estimated at 50,000-plus.

ASTA, THE BRAND

- **ASTA WAS FOUNDED** in 1931 and today is the world's largest association of travel professionals, represented in over 120 countries.
- **ASTA AIMS TO** support its members and help them reach the traveling public. It enhances the professionalism and profitability of members through effective representation in industry and government affairs, education and training.
- **AMERICAN TRAVEL AGENTS** manage more than \$120bn of travel each year and sell 87% of all cruises, 81% of tours, 51% of airline tickets, 47% of hotel rooms and 45% of car rentals. Most of ASTA's members are travel agencies, but many other types of travel company join.
- **ASTA'S ESTABLISHED BRAND** presence sees its logo used by members in publications, consumer literature and marketing, plus brochures and advertising materials.

EDITORIAL CONTENT

- **MEMBERS INFORMATION:** The guide is designed to be used by all travel industry personnel on a daily basis. It details ASTA's history, as well as procedures and membership, and includes general industry information.
- **DESTINATION GUIDES:** The reference book contains comprehensive, country-by-country information with maps, as well as 50 domestic state profiles, giving anyone selling a destination the information to do so confidently and accurately.
- **REGIONAL GUIDES:** *The ASTA Worldwide Destination Guide* is accompanied by a series of more in-depth regional guides that focus on larger territories.
- **ASTA OVERSEAS MEMBERS:** Within each country guide, there's company information and contact details for each international ASTA member serving that destination.

worldwide destination guide

As an advertiser in the print edition of the *ASTA Worldwide Destination Guide*, an online listing for your company, including URL, appear on worldwidedestinationguide.com, the online destination guide for the US travel trade. The new website complements the *ASTA Worldwide Destination Guide* and was built in response to customer feedback requesting online access to the print edition. Incorporating *ASTANetwork* magazine content, it is accessible via the ASTA website as well as being a standalone site.



ASSOCIATED PRODUCTS

- **ASTANETWORK MAGAZINE:** The only officially-endorsed quarterly publication from ASTA. A minimum of 140 pages.
- **ASTA SUPPLEMENTS:** Bespoke glossy supplements focusing on industry sectors, regions or individual countries. Size varies from 16 to 100 pages.
- **WORLDWIDE DESTINATION GUIDE ONLINE NEWSLETTER:** Includes a HTML email with banner on the site.

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RATE CARD

ADVERTISEMENT SIZE	US DOLLARS
Double-page spread	\$28,500
Full page	\$17,500
Half page	\$10,900
Quarter page	\$6,500
Destination tab	\$30,700
Outside back cover	\$37,900
Inside front cover A4	\$30,700
Inside front cover DPS	\$35,350
Inside back cover	\$28,500
Opposite contents	\$28,500
Gatefold*	\$33,000
Advertorials*	+25%

*subject to ASTA and Editorial approval

TERMS OF SERVICE

- If APL Media Ltd is required to amend or resize supplied artwork a £45 charge will be incurred per round of changes per hour.
- Own-brand house-style advertorials must have Promotional Feature on the eyebrow.
- Advertiser-supplied advertorials will state Advertiser Feature on the eyebrow.
- All adverts/promotional features/ advertisement features are subject to Editorial approval.
- APL Media reserves the right to make grammatical changes and corrections in order to meet the house style.

ADVERTISEMENT SIZES — ASTA PUBLICATIONS

ADVERTISEMENT SIZE	BLEED	TRIM	TYPE AREA
Double-page spread	286mm x 422mm	276mm x 412mm	10mm inside of trim
Full page	286mm x 216mm	276mm x 206mm	10mm inside of trim
Half-page horizontal	N/A	125mm x 184mm	5mm inside of trim
Quarter page	N/A	125mm x 89mm	5mm inside of trim

All sizes in millimetres (height x width). Allow 10mm gutter (for text running across the spine)

■ **PDF SPECIFICATIONS:** Our preferred method of delivery is Adobe Acrobat PDF's. **Standard:** PDF/X-1a:2001, **Compatibility:** Acrobat 4 (PDF1.3), **Colour Profile/Output intent:** U.S. Web Coated (SWOP) v2. We cannot guarantee the quality of the final print for files supplied outside of these specifications. Colour variations will occur if your files do not utilise the colour profile and respect guidelines outlined above. Artwork not meeting the technical specifications will fail our preflight and be returned to you for resupply. All ads should be supplied according to the naming convention: Publication Name, Year Advertiser Name. e.g 'WWDG18_advertisername.pdf'

■ **ARTWORK DESIGN:** APL Media Limited is able to offer an artwork design service for advertisers who are unable to produce artwork. Advertisers are expected to provide elements to specification as soon as possible. Costs vary depending on artwork requirements.

Advert* — client supplies all material.	\$450 minimum
Promotional Feature* — client supplies all material.	\$600 minimum
Advert* OR Promotional Feature* — APL sourced material	\$850 minimum†
Additional Amendments / Artwork resizing*	\$70 per round of amendments per hour.

Files under **8MB** can be sent via email to astawwdg@aplmedia.co.uk or production@aplmedia.co.uk. Alternatively contact the Production Department on **+44 (0) 20 7553 7372** for further info on file transfer of large files.

*APL Media Ltd will provide two sets of PDFs (design and changes) for client approval. The final third set of pdfs for fact checking and approval/records only. Approval is required within 48 hours. If further changes are required this will incur a £45 charge per round of amendments, per hour.

†Excludes image(s) cost; image searches £40 per hour; and copy writing £40 per hour

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