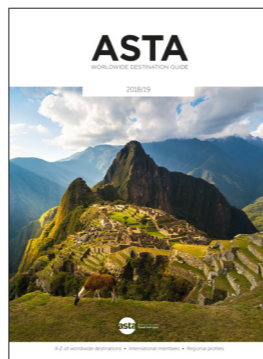


# ASTA

WORLDWIDE DESTINATION GUIDE

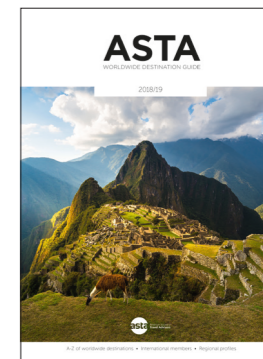
## MEDIA INFORMATION 2020



# ASTA

WORLDWIDE DESTINATION GUIDE

## MEDIA INFORMATION 2020



### 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.

■ **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.

■ **READERSHIP:** Estimated at 55,000-plus.

■ **E-NEWSLETTER:** Emailed directly to over 82,000 subscribers.

### ASTA, The Brand

■ **ASTA WAS FOUNDED** in 1931 and today is the world's largest association of travel professionals. ASTA members represent 83% of all travel sold in the United States through the travel agency distribution channel.

■ **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** sell 68% of all cruises, 66% of tours, 53% of airline tickets, 24% of hotel rooms and 31% of car rentals. Most of ASTA's members are travel agencies, but many other types of travel company join.

### 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.

■ **COUNTRY PROFILES:** The reference guide 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.

### 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.

\*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



### 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 'WWDG19\_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](mailto:astawwdg@aplmedia.co.uk) or [production@aplmedia.co.uk](mailto:production@aplmedia.co.uk). Alternatively contact the Production Department on +44 (0) 20 7553 7372 for further info on file transfer of large files.