

Destinations

from here to there

The American Express Travel Services Newsletter

Published by Traveling Times, Inc.



CONTENTS

Welcome letter

Editorial Calendar

Partner Email Campaign

Participation Agreement

PARTICIPATION PACKET

WELCOME!

Destinations is a full color, publication that is published three times a year and designed to accomplish three goals:

- Generate new clients
- Maintain existing client base
- Reinforce that essential client/agent relationship

Featuring content and offers from American Express Travel partners as well as travel themed articles, *Destinations* is the perfect for informing existing and potential clients of special cruise, tour and other travel opportunities. These can be direct mailed, inserted into regional dailies or distributed within your agency by your agents. *

Each Representative agency has their own customized front cover and custom made, two-page centerspread to further reinforce their agency's message. The publisher (Traveling Times, Inc.) sells travel-related advertising for the "common" pages of the newsletter to defray costs which avails them to offer this publication at a phenomenal rate of only \$500 per edition for up to 50,000 copies.

Please feel free to call or email with any questions you may have.

Looking forward to your participation!



Angela Ilich

Publisher

Angela@travelingtimes.com • 661-295-1250

**Distribution costs not included.*

DUE DATES

SPRING 2017 EDITION (ships/mails the week of January 23-27, 2017):

Agency copy/ads due November 14-18, 2016 (If applicable logo/masthead materials due November 3, 2016)

Distribution/Mailing lists (if applicable) due December 12-16, 2016

SUMMER 2017 EDITION (ships/mails the week of April 24-28, 2017):

Agency copy/ads due February 27 – March 3, 2017 (If applicable logo/masthead materials due Feb. 10, 2017)

Distribution/Mailing lists (if applicable) due March 27-31, 2017

FALL/WINTER 2017 EDITION (ships/mails the week of August 28 – September 1, 2017):

Agency copy/ads due June 26-30, 2017 (If applicable logo/masthead materials due June 9, 2017)

Distribution/Mailing lists (if applicable) due July 24-28, 2017

2017 EDITORIAL FOCUS

SPRING

in circulation late January through April

EUROPE – Cruises & Tours / **ALASKA/CANADA** – Cruises & Tours / **WARM WEATHER DESTINATIONS (CARIBBEAN/MEXICO/HAWAII)** – Cruises, Tours and All-inclusive Resorts

SUMMER

In circulation late-April through August

FAMILY VACATIONS – Cruises & Tours, including cruising with kids and all-inclusive family resorts / **MULTI-GENERATIONAL** travel opportunities / **FALL FOLIAGE** – Cruises & Tours

FALL/WINTER

In circulation Labor Day through mid-January 2017

EXOTIC DESTINATIONS – Upscale/Luxury Travel Opportunities, Cruises & Tours / **“WHAT’S ON THE HORIZON”** for the new year

Traveling Times, Inc. will be closed in observance of the following 2017 holidays:

May 29.....Memorial Day	September 4.....Labor Day	December 25.....Christmas
July 4.....Independence Day	November 23-24...Thanksgiving	January 1, 2018.....New Year’s Day

CONTACT US

General Information:

Angela Ilich

Publisher

Angela@travelingtimes.com

Distribution:

Tracy Tobler

Travel Agent Liaison

Operations@travelingtimes.com

Editorial or Design:

Dorothy Crouch

Associate Editor

Dorothy@travelingtimes.com

Accounting:

Wanda Perry

Accounting

Accounting@travelingtimes.com

NEWSLETTER PARTICIPATION AGREEMENT

___ We agree to a one fiscal-year commitment/three editions: Spring, Summer, Fall/Winter, or specific editions that are indicated below) at \$500 per edition.

With my commitment to three editions, my agency will receive ONE of the following:

- Complimentary pdf of each edition we participate in (a \$75 value per edition)
- OR** \$75 off an online version of our newsletter for each edition we participate in giving us a reduced rate of:
 - \$50 per edition for the Flipbook Webletter (a \$125 value per edition)
 - \$150 per edition for the Interactive Webletter (a \$225 value per edition)

For more information and to view a sample of all webletter versions, please visit our website at www.xstravelnews.com and click the webletter link.

___ We will participate on an issue by issue basis at \$500 per edition.

Additionally, please include the following online version of our publication:

- PDF (\$75)
- Flipbook Webletter (\$125)
- Interactive Webletter (\$225)

___ Interactive Webletter ONLY, no print version order required – \$500 per edition.

(Includes your agency's call to action, as well as a custom made "Travel Agency Highlights" page)

Starting edition:

- Spring _____ (year)
- Summer _____ (year)
- Fall/Winter _____ (year)

Three edition commitment, if applicable:

- Spring _____ (year)
- Summer _____ (year)
- Fall/Winter _____ (year)
- Spring _____ (year)
- Summer _____ (year)
- Fall/Winter _____ (year)

Quantity: _____ (Minimum order of 1,500 per edition with a maximum of 50,000. Over 50,000 will be billed at printer's cost. Note: shipping and handling not included)

Do you want us to mail for you? Yes No

For 44 cents apiece, your newsletters are folded, wafer-sealed, inkjetted and mailed Standard Presort (aka: bulk rate) using our indicia/permit #. NCOA processing for one mailing list is included.

Agency Name: _____

Agency Address: _____

Owner/Manager Name: _____

Signature: _____ Date: _____

Contact for "Destinations": _____

Phone: _____ Fax: _____ Email: _____

Once signed this agreement is non-cancellable.

Advertisers pay for all the printing costs of the newsletter, so any leads you can provide would be helpful. If advertising support is not enough for any given edition, it will not be printed.

To order, please fill out the above agreement, sign and fax to (661-295-8558) or email to Angela@travelingtimes.com

Thank you and please feel free to call or email us with any questions you may have. We look forward to working with you!

NEWSLETTER PARTICIPATION AGREEMENT