



THOR ADVANTAGE

THOR Advantage is a monthly email/digital and print magazine sent to member travel agents. THOR Advantage has won many awards including the Travel Weekly Magellan Award, the HSMIA Adrian Award, and the Graphic Design USA - American Inhouse Design Award, among others, for its outstanding editorial, format and design. THOR Advantage provides travel editorial for each month's theme, highlights special supplier promotions, offers agent activities and contests, plus is archived online – giving suppliers maximum exposure for their money.

AD RATES

AD TYPE - DIGITAL AND PRINT	PRICE PER AD	OPTIONAL CREATIVE*
Front Cover	\$3,900	N/A
Back Cover	\$1,800	\$525
Full Page	\$2,500	\$675
Half Page	\$1,650	\$450
Third Page Vertical	\$1,100	\$300
Sixth Page Vertical	\$600	\$100

UNIQUE OFFERINGS - DIGITAL AND PRINT

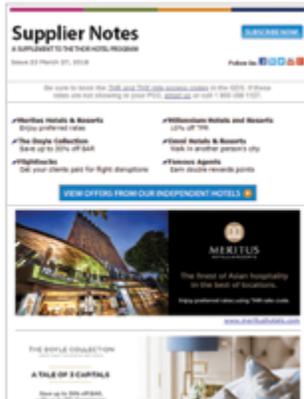
IHP Square Ad (INDEPENDENT HOTEL PROGRAM ONLY. Limit 4 per issue.)	\$300	\$50
Front Belly Band (Suppliers receive an 8.5" x 5" two-sided advertisement that partially covers the front of the newsletter.)	\$2,100	\$450
Back Belly Band (Suppliers receive an 8.5" x 5" two-sided advertisement that partially covers the back of the newsletter.)	\$1,100	\$450

UNIQUE OFFERINGS - DIGITAL ONLY

Interstitial Page - Static (Suppliers receive a digital-only full screen ad with static content.)	\$450	\$300
2-Page Interstitial Spread - Static (Suppliers receive a digital-only 2-page spread with static content.)	\$700	\$450
Interstitial Page - Interactive (Suppliers receive a digital-only full page ad with up to three interactive elements including a YouTube video, hot spot, Hyperlink, animative text, image gallery and audio file.)	\$950	\$300
2-Page Interstitial Spread - Interactive (Suppliers receive a digital-only 2-page spread with unlimited interactive elements including a YouTube video, hot spot, Hyperlink, animative text, image gallery and audio file.)	\$1,250	\$450
Sponsor Email Ad (A leaderboard-sized banner at the top of the THOR Advantage email (sent twice monthly), it links to any url.)	\$1,100	\$200

*OPTIONAL: CREATIVE SERVICES - THOR has an in-house graphic designer that can build any ad for you at a nominal fee. Included in the price are two sample designs, an electronic proof and one revision.

THOR MARKETING OPTIONS



SUPPLIER NOTES

Supplier Notes is a weekly broadcast email sent to member travel agents. Travel agents receive two issues per week - every Tuesday and Wednesday. Supplier Notes is the most popular way to promote distressed inventory or short-term incentives.

AD RATES

AD TYPE	PRICE PER AD	OPTIONAL CREATIVE*
Independent Hotel Ad (INDEPENDENT HOTEL PROGRAM ONLY. Includes a logo and single line of text listing: hotel name, address and exclusive offer linking to a landing page or image.)	\$175	N/A
Square Ad	\$500	\$150
Standard Ad	\$950	\$150
Preferred Standard Ad	\$1,100	\$150
Exclusive Ad (Your own full page special edition sent out on Wednesdays)	\$3,400	\$250

DESTINATIONS

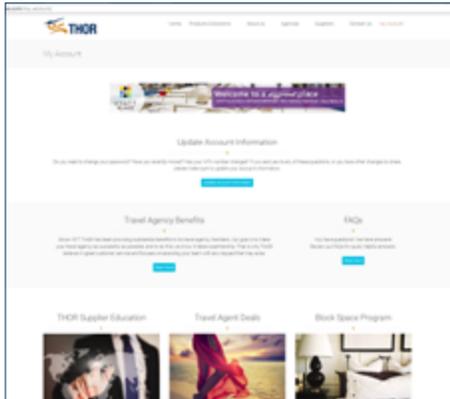
Destinations is a broadcast email sent to member travel agents six times per year. Each issue features one of our curated destinations with articles, information and links about that city..

AD RATES

AD TYPE	PRICE PER AD	OPTIONAL CREATIVE*
Square Ad	\$390	\$150
Standard Ad	\$660	\$150
Preferred Standard Ad	\$780	\$150

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THOR MARKETING OPTIONS



WEBSITE

Website advertising on www.THORtravelservices.com provides suppliers with a full month of ad views. THOR's award-winning website provides member travel agents with a host of resources behind password protection including the THOR *Hotel Navigator* - our online hotel search engine, Independent Hotel Program listing, supplier education, news, deals and more.

AD RATES

AD TYPE	PRICE PER AD	OPTIONAL CREATIVE*
Leaderboard Banner Ad (monthly)	\$1,250	\$200
Partner Page (yearly)	\$1,200	N/A
(Details including loyalty program and brand comparison information)		
IHP Feature Ad (monthly)	\$250	\$50
(INDEPENDENT HOTEL PROGRAM ONLY. Located in our online Independent Hotel Program listing. Limit 6 per month.)		
Travel Agent Deal (monthly)	\$300	N/A
(One line offer with your name and location, linking to a landing page of your choice)		
Vertical Sponsor Ad (monthly)	\$1,250	\$200
(Supplier Notes offers and travel agent FAMs are categorized and displayed on THOR's website. When a travel agent visits this page, the Vertical Sponsor Ad is prominently displayed on the page.)		

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