



TABS ON

TRAVEL TODAY



Keeping Tabs for over 33 Years
Business as (un)usual.

This document also available in FlipBrox format [CLICK HERE](#)

Advertising Rates



IMPORTANT:

To be read in conjunction with the Travel Today Media Kit

[CLICK HERE to request a full Media Kit](#)

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Effective 01 August 2021

This version replaces all previous versions.

Effective 08 June 2021.
In NZD, NZ GST exclusive.

E-mailed daily to over 2400 proven travel industry addresses.

**25% OFF
New Covid
Ad Rates**

Travel Today is an electronic newsletter e-mailed to travel retailers and suppliers, presented as a FlipPage, a pdf document, or as compatible with smart phones and tablets. Launched in May 2002, its newsworthy and authoritative editorial content has earned a solid reputation for consistently breaking hard-news stories; building on Tabs on Travel Ltd's 33-year solid tradition of simply delivering!

Agents are telling Travel Today that they are still getting 'too many' e-mails from some suppliers, and that many of the e-mails are about products or destinations they cannot sell because of Covid. And some suppliers have said their eDMs are being blocked so agents do not receive them. Travel Today's strong and trusted reputation means it is not affected by e-mail blocks; and our editorial policies often mean that we can achieve the same objectives for suppliers . . . without negative e-mails.

Adverts can contain [CLICK HERE](#) hyperlinks so readers can go straight to either a flyer or brochure, or any given page on the advertiser's website, straight from an advert in the Travel Today pdf document.

As our circulation has dropped by 25% due to Covid, our Ad Rates have also reduced by 25%.

Rates & Deadlines See Page 3 for Material Specs

ADVERTISING RATES:

6x1 (44mm wide x 60mm deep).....	\$50
6x2 (93w x 60d)	\$100
4x4 (191w x 40d) (Limited to 3 ads per edition).....	\$140
Lug Ads Next to masthead, top of p1 only: Single (44w x 55d).....	\$70
Double (93w x 55d).....	\$140
1/8 page (44w x 125d)	\$125
1/4 page (93w x 125d or 191w x 60d or 44w x 270d).....	\$215
1/3 page (93w x 180d or 191w x 85d).....	\$290
1/2 page (93w x 270d or 191w x 125d).....	\$400
Full page (191w x 270d)	\$465
Column Centimetre rate	\$8.60
Banners on Distribution E-mail (per weekly block):	
Ban1 —Top next masthead (520w x 153d pixels)	\$225
Ban2 —Bottom of distribution e-mail 800w x 100d pixels).....	\$155
'Wraparound' or False Front Cover (200w x 260d).....	\$600
Loading for colour	NIL
Loading for Preferred Positions or Editorial Features from 15%	
Website Hyperlinks (within ads) ea, per insertion.....	\$5
Electronic Brochures/Flyers 'parked' in the ParkingLot	\$50
Production (Ad Creation/Production/File Fixing)	\$70

ELECTRONIC BROCHURE OR FLYER DISTRIBUTION:

t-mail:	Targeted by region and/or business activity.....	\$165
	eg full list/retail only; and/or by retail chain	
FlipBrox:	A loading for FlipBrox may apply.....	20%
RSVPs:	Distribution of Invitations, and then..... Ask for quote collecting & handling trade RSVPs option	
Client-Mail:	Trade/Consumer distributions	\$245
	Agent name change-outs included in rate. These can be distributed as either as a pdf or html file. Supplied html files must be to 800 pixels wide.	

BOOKING & COPY DEADLINES:

Booking Deadline*:	11am two business days prior
Cancellation Deadline:	1pm two business days prior
Copy Deadlines:	
Needing production/proof.....	11am two business days prior
Finished file	3pm one business day prior

* NOTE: While material deadlines for booked placements need to be strictly adhered to, always call if an ad placement is urgent.

FOR EMERGENCIES: Always call for last-minute availability.

MECHANICAL & DIMENSIONS:

Travel Today is e-mailed as an Acrobat (version 6 compatible) pdf file; and is also presented in FlipBook and mobile formats.
IMAGE AREA: 270mm deep x 191mm wide. 4-column page.
Column Widths: 1 column... 44mm 2 columns..... 93mm
3 columns 142mm 4 columns..... 191mm

ADVERTISING TERMS & CONDITIONS

- 1 Tabs on Travel Ltd retains all intellectual property rights and copyright on any advertising materials written and/or created on clients' behalf. Such materials cannot be duplicated or reproduced without specific prior approval of the publishers.
- 2 Tabs on Travel Ltd reserves the right to refuse advertising copy which may infringe any commerce or other legislation, including use of material which may infringe international copyright laws.
- 3 Any production costs or other charges incurred on an advertiser's behalf will be recharged, including any applicable late fees.
- 4 If advertising copy or material is not received by deadline, the publisher reserves the right to charge fully for the space booked. In the event of material not being supplied by deadline, the last-run material will be repeated (if applicable).
- 5 The Cancellation Deadline for advertising already booked is 2 business days prior to the publishing date. The publisher reserves the right to fully-charge (or partly-charge) a cancellation fee when booked advertising space is cancelled after cancellation deadline.
- 6 Our frequency necessitates that deadlines are strictly adhered to, unless otherwise arranged. Advertisers submitting copy for production after deadline will not automatically receive a proof. In such instances, Tabs on Travel Ltd is unable to take responsibility for any possible errors, even though all care is obviously taken.
- 7 Invoicing is done weekly (with monthly statements) and payment is strictly 20th of the month following. Casual advertisers who are usually late payers will be moved to cash-only.
- 8 It should be noted that, although advertising instructions and payment may come from offshore, NZ GST can still be applied in some instances. Please contact for clarification.
- 8 Overdue accounts (including those of ad agencies) will be charged interest of 2% per month, compounding. All normal debt recovery costs shall be paid by the defaulting party.
- 9 All rates shown are NZD and nett. Ad agency commissions are not included, but can be added only if arranged prior.
- 10 Clients paying statements or invoices by international electronic transactions must ensure that all bank fees are covered—at both ends—and that the amount of cleared funds received matches the statement or invoice. Alternatively, Tabs on Travel Ltd will add a refundable NZD25 to the account to cover outstanding bank fees.
- 11 While credit card payments may attract a 2% convenience fee, this allows advertisers significant cost-savings when compared with the high fees banks apply to international electronic transactions. POLi online payments can be a viable domestic alternative.
12. **IMPORTANT: Late invoice payments, due to COVID-19, have forced Tabs on Travel Ltd to change its payments terms. Effective 01 June 2020, all invoices will be due for payment within 7 days of issue; and this will be strictly adhered to.**
- 13 **Check out our on-line payment facilities for both on-line banking and credit card transactions. [CLICK HERE](#)**

Required Material Specifications

Files not complying with the material specs on this page may be refused, and the space still billed if deadlines are missed.

Travel Today is a pdf document e-mailed Mon/Wed/Fri. Because it is read on mobile, on-screen and printed out, files must be produced to suit all environments.

- 1 Open files from any program will not be accepted. Neither are Mac or Microsoft Publisher files.
- 2 Text files must be supplied in either Word/.txt/.rtf formats; or as a standard e-mail.
- 3 Graphic files are preferable in pdf (to specs), RGB format, and **150-200dpi**. High-res, print-quality graphics, and files with complicated eps component content cannot be accepted.
NOTE 1: Advertising files to be placed in the Travel Today E-mail/Landing Page slots require a jpg. Sizes are either 153d x 520w pixels (at the head of the e-mail); or 100d x 800w pixels (towards end of e-mail).
NOTE 2: eDM files to be delivered as html must be a jpg 800 pixels wide and 1132 pixels max depth (see other on-line material specs).
- 4 For files with type-over-picture backgrounds, leave type as type (do not convert to paths). Such ads should be created in InDesign/Illustrator and not as a jpg in Photoshop. Supply these ads as pdf. This gives far better reproduction of type without massive file size.
- 5 Because Travel Today is e-mailed, we need to keep our daily finished pdf file as small as possible, to avoid being rejected by servers and/or subscribers.
- 6 Consideration must be given by graphic producers to ensure that type or logo graphics are not too small, and will be legible when Travel Today is read on-screen as either an e-book, a pdf file or printed out.
- 7 All "Click Here" hyperlinks **MUST** be provided at the same time as the file, inside the e-mail and **NOT** inside the ad. Hyperlinks need to be set up by Travel Today in final production.
- 8 **IMPORTANT:** Hyperlinks **MUST NOT** contain instructions which may require the installation of language/s or software such as Flash, etc, **AND** without pop-ups. Because of increased security measures, most networks will prevent such installation attempts.
- 9 **COUNTING CLICKS:** Because of increasing legal requirements re data protection, it is recommended that advertisers monitor their own hyperlink clicks. Even if Travel Today did 'count the clicks' we would not be in a position to advise the advertiser of the names of those who clicked.
- 10 All fractional-page ads must be to actual size, and **NOT** just plonked in the middle of an A4 page. If sending multiple ads at once, each ad must be a separate file, with a unique file name. Each advertisement must be made up as a single pdf document; and to the booked dimensions.
- 11 Wraparound or False Covers are available. Because our branding and folio must be at the top of the page, the image area is restricted to 200mm wide x 260mm deep. Otherwise, normal material specs apply.
- 12 Files **MUST NOT** contain colour bars, registration or trim marks.
- 13 Files can be supplied by e-mail, or on a memory stick etc. Please check with our Production Dept before e-mailing files larger than 8mb.

- 14 All supplied files must be 'self-contained'. No text or graphic corrections are possible, so new files and proof must be supplied if alterations/corrections are required.
- 15 All files **MUST** be identified with 'unique' file names directly related to the advertiser, key number or caption — **NOT** "Travel Today/TT ad". Files replacing those already sent **MUST** have a different file name from original. Instructions must show file name, or the final catchline, and not a vague caption. No responsibility by publisher for placing wrong material if above conditions are ignored.
- 16 It is the responsibility of the placement ad agency to ensure correct material is supplied, and deadlines are met. E-mail delays are no excuse for missed deadlines. No wrong-material responsibility accepted if instruction/material key numbers differ; or if material has no key number. File name must be same as key number in agency insertion instructions, as well as inside ad.
- 17 Additional production or other costs will be billed on media invoice, irrespective. Space will be billed if rejected electronic files mean missed deadlines. Files not to spec may incur extra production costs. See Terms & Conditions on Rate Card.

OTHER ON-LINE MATERIAL SPECS

While Travel Today is an e-mailed pdf, there are [eDM] situations that require html. These must be supplied as a jpg.

Electronic flyers for distribution by t-mail can be sent out as html or pdf, depending on desired presentation. For a jpg file, no larger than 800 pixels wide x 1132 pixels deep. If pdf, file should not be hi-res. For delivery of pdf, we also need an html "cover sheet" which is what is distributed, not the pdf. This is a jpeg 800 pixels wide. Ideally, graphics should be lifted from pdf for brand continuity; and include a 'click here' to pdf.

Highly recommended to contact Travel Today to ensure best reproduction is achieved.

For banners on our daily Distribution E-mail delivery, ads must be in jpg format, to the following dimensions:

Top (next masthead): 153 pixels wide x 520 pixels deep
 Bottom of e-mail: 800 pixels wide x 100 pixels deep

SOFTWARE USED

Adobe Creative Cloud (Indesign, Illustrator, Photoshop and Acrobat). PC platform.



CLICK HERE

to open a typical
Travel Today Delivery
E-mail presentation,
and a sample edition.

Tabs on Travel Ltd

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“Unequaled”

There are a few points about Travel Today that make the publication stand out, and these aspects are just not found elsewhere:

- Pre-Covid, 78% of our daily e-mail list is to individuals and companies paying a subscription, including brokers. Concrete evidence of how the trade valued Travel Today, and still does. Absolutely unequalled.
- Since the initial lockdown last March, our editorial team has worked hard to increase the presence of the Travel Today Facebook page. Trade engagement and response has been very positive, with many telling us it kept them ‘sane’ during those very trying times. An indication of the engagement last year was that a single posting was viewed over 40,000 (40,000) times. Take a quick look at our Facebook page and judge for yourself the high level of engagement. Unequaled.
- Travel Today’s database can be segmented out by business activity (eg retail-only, and/or by region) for eDM distribution. Unequaled.
- A while ago Travel Today produced its second stand-alone report on Travel Brokers. As well as being distributed a couple of times in Travel Today, it was also downloaded from our website over 500 times. Unequaled.
- Travel Today’s abilities in the distribution of effective eDMs, along with our sound marketing and graphics input, has earned many, many thanks and acknowledgements from appreciative advertisers. Our understanding of the travel industry is evident. Unequaled.
- Our multi-page eDMs in the Travel Today FlipBrox format have certainly created an interest by both travel agents and brokers and suppliers. The presentation is a refreshing change, and effective. And they are very cost-effective. Ask about a typical costing to all retailers.
- The recent level of engagement with the trade around the two Aviation Security eDM initiatives, where we offered to brand the eDM so that agents could onsend to clients, making them aware of the issues before they left home for the airport. Judging from the massively supportive comments from the retail sector, Travel Today again demonstrated its trade engagement. So, we repeated the exercise again for 2019 with updated information from Avsec. Unequaled.
- And we repeated the initiative with another eDM for agents to onsend to clients, this time based on the importance of purchasing travel insurance when travel is paid for . . . around 40% of all travel insurance claims occur before departure. As well as the importance of ‘pre-existing medical conditions.



There is obviously so much about Travel Today’s market position in the local travel industry that is simply **unequaled!**

67% Can't Be Wrong



In an independent Satisfaction Survey conducted by DriveAway Holidays, New Zealand travel agents were asked who their ‘go to’ was for industry news.

67% said Travel Today was their preferred for trade news.

“Travel Today provides us all with up-to-date information, the latest offers, tours and events for land, sea and air suppliers and their products,” was an agent overview.

The other publication scored 38%.

67%

TRAVEL TODAY

38%

TABS ON
TRAVEL TODAY
Keeping Tabs for over 33 Years
Business as (un)usual.

Getting to Frontline Consultants is not a Puzzle

A schedule of regular, small ads in Travel Today can go a long way towards making sure consultants see your sales message . . . without costing the earth

TRAVEL TODAY
Incorporating Tabs on Travel
Published every business day 2016

C FRONT PAGE STRIP

Travel Today Delivers More For Advertisers

A Lug

B Lug

D 6x1

E 6x2

F 4x4

ADVERT OPTIONS

Lug (A, B): Our “First Class” single lug spots are \$70 ea; and a double lug is \$140.

Strip (C): SOLD

6x1 & 6x2 (D, E): These “Business Class” slots on pages 1, 2 or 3 are 6x1 & 6x2, at \$60 and \$120, respectively.

These same ad sizes are also available on ‘inside’ pages in “Premium Economy” from just \$53 and \$120, respectively.

4x4 or 4h (F): Another ‘Premium’ spot. Can be either 4x4, \$160, or 1/4 page horizontal, \$250.

- Front page or preferred slots are subject to availability.
- All rates are in NZD, exclusive of NZ GST; but include a “click here” hyperlink
- **PS: And don’t forget about backing up any advertising with product editorial.** The only condition regarding editorial is that it must be newsworthy.

It is unwise to pay too much, but it is worse to pay too little.

When you pay too much, you lose a little money — that is all.

When you pay too little, you sometimes lose everything because the thing you bought was incapable of doing the thing it was bought to do.

The common law of business balance prohibits paying a little and getting a lot — it cannot be done.

If you deal with the lowest bidder, it is well to add something for the risk you run, and if you do that you will have enough to pay for something better.

John Ruskin (1819-1900)

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TABS ON TRAVEL TODAY



Keeping Tabs for over 33 Years

Business as (un)usual.

Now that you know all about Travel Today, you will probably want to subscribe.

If you want — or need — to know what's going on in the New Zealand travel industry, subscribing to the 'News Breaker' is a must.

Travel Today continues to break more news stories that matter than any other local industry Atrade publication.

In fact, that happens several times every week. By doing so, it carries on the tradition established by its predecessor Tabs on Travel more than 33 years ago.

Prior to Covid, over 85% of Travel Today's circulation was paid for, but Covid has changed all that.

With travel agents in the position they are now because of Covid, new Travel Today retail subscriptions within New Zealand are FREE under a special Covid offer.

And new, non-retail subscribers are now being offered heavily-discounted special Covid rates.

[The 'News Breaker' Delivers](#)

[CLICK HERE for the new subscription offers and to subscribe online now](#)