

Travel Today Issue Numbers Mon/Wed/Fri — 2021

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PLANNING TOOL

To enable advertisers to create a better and quicker visual of their ad placements during a schedule period, Travel Today has created this simple, weekly tool.

When a schedule includes different-sized ads, we suggest that a different indicator (coloured marker or pen) is used for each ad size . . . and it quickly creates an overview of intended placements.

And no problem if you change your mind about sizes and dates, just print this pdf again.

It will be noticed that each edition of Travel Today as a 4-digit sequential number; and the smaller, red number is the issue number for the year.

This Ad Placement Tool is best used with the other Travel Today tool, the Ad Schedule Calculator which automatically calculates the cost of a combination of different ad sizes and eDMs that make up a campaign or schedule.