



JAXFAX[®] Travel Marketing MAGAZINE

BRINGING THE WORLD TO YOU SINCE 1972!

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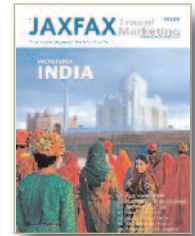
For editorial content: www.jaxfax.com or www.jaxfaxmagazine.com

CONSOLIDATOR SEARCH ENGINE

For consolidator airfare: www.airsearch.jaxfax.com

JAXFAX Travel Marketing MAGAZINE

PRODUCTS AND SERVICES



MONTHLY PRINT MAGAZINE & SUPPLEMENTS

- 12 issues mailed to 24,000 subscribers and Emailed to over 80,000 travel professionals
- Yearly supplements designed exclusively for travel agents:
 - The Air Consolidator Guide
 - The Guide to Specialist Programs
 - The Guide to Host Agencies, Co-ops and Consortia



CUSTOM PUBLISHING

- Design, production and distribution of printed brochures
- Conversion of brochures to flash flipbooks
- Hosting of brochures in JAX FAX online brochure library

JAXFAX AIR SEARCH ENGINE



JAXFAX FIND A CONSOLIDATOR SEARCH ENGINE helps travel agents find a consolidator to most worldwide destinations.

- Launched from www.jaxfaxmagazine.com
- Over 1 million city pairs from air consolidators

WEB PROMOTION

- Banner ads available on both websites: www.jaxfaxmagazine.com (editorial content) & airsearch.jaxfax.com (consolidator airfare)

HBTAR.COM — THE REGISTRY

- The Home Based Travel Agent Registry provides a list of home-based agent friendly suppliers with a directory of BDM's.

E-MAIL BROADCASTS JAXFAX/TRO PACKAGES

- JAX FAX Weekly eNews distributed every Wednesday to 42,000 travel agents
- Design/production of individual E-mail broadcasts with choice of distribution to:
 - JAX FAX list of 42,000 subscribers and/or TRO's list of 70,000 subscribers
- Print/Email and Web Promotion Packages include display ad(s) in JAX FAX Print Magazine, plus TRO/JAX FAX E-mail and Web promotion options.



WHY JAX FAX TRAVEL MARKETING MAGAZINE?

- ▶ JAX FAX Travel Marketing Magazine is the leader in covering the world in every issue for over 40 years.
- ▶ We show travel professionals where to go, how to enjoy it, how to get there, and who is selling it - in order to make dreams come true for their clients.
- ▶ JAX FAX Travel Marketing Magazine has more repeated usage than any other magazine, has more website visits – which translates into more bookings for advertisers – reaching more travel agents while they are using and reading JAX FAX.

WHY JAX FAX TRAVEL MARKETING MAGAZINE?

- ▶ JAX FAX produces content in each monthly issue and supplements with a single purpose - driving travel agents to make better bookings and recommendations for their clients – giving them the necessary tools they need.

VALUE

- ▶ Your product is seen as a true value to travel professionals - meaning more sales for you.

CIRCULATION

- ▶ JAX FAX continues to engage travel agents with informative articles on destinations, tour packages, tour operators, airlines, cruise lines, car rentals, hotel and resorts. Each monthly issue is distributed in print to 20,000 travel agencies and electronically to over 80,000 travel agents.

ADVERTISER COVERAGE

- ▶ JAX FAX understands the importance of advertiser loyalty.

Your products will be showcased among the pages of JAX FAX, through editorial support, letting travel professionals know more of what you are selling.



CIRCULATION & READERSHIP

FREQUENCY

MONTHLY

Total Qualified Circulation:	23,172
Travel Agencies receiving JAX FAX:	22,995
Other Tour Operators/Wholesalers/Suppliers:	1,223
Corporate Travel Offices:	276
Travel Suppliers:	715
Desk "Life" of each issue:	30 days

Audited Circulation by **Verified Audit**

GEOGRAPHICAL BREAKDOWN

COPIES

%

New England/Atlantic Coast:	11,840	51.1
North/South Central:	5,908	25.5
Mountain/Pacific:	5,399	23.3
Foreign:	145	0.1

SUBSCRIBER PROFILE

Median Age of Subscribers	47.7 years
Gender Female	68.8%
Male	31.2%
Subscribers by title/function	
Owners	65 %
Agents/Consultants	33 %
Other Titles	2 %

Average number of years reading JAXFAX	6.7 years
Number of years as a travel agent	13.6 years

AGENCY STRUCTURE

Brick and Mortar Location	54%
Home Based Agents	46%

TRAVEL AGENT TREND

- JAX FAX readers are involved in all areas of travel:
 - 61% International
 - 61% Domestic
 - 56% Cruises
 - 50% Family Vacations
- The average JAX FAX subscriber has been a travel agent for 13.6 years
- 93% of readers use JAX FAX up to 20 times per month
- The majority of travel agents turn to JAX FAX first when researching and booking travel for their clients
- 84% of readers turn to JAX FAX as the magazine of choice for information on Tour Packages & Airfares
- 39% of JAX FAX subscribers work in agencies that record sales of at least \$1 million
- JAX FAX subscribing agencies book travel arrangements for
 - 74% leisure/vacation travel
 - 26% business travel

JAX FAX WILL INCREASE YOUR SALES & VISIBILITY

- 30 days of repeated exposure to over 110,000 readers
- Paid audited circulation by Verified Audit
- 180 worldwide destinations monthly
- Discounted airfares offered by wholesalers & consolidators
- Generous editorial coverage on your programs: tour operator packages, hotels, resorts, ski, cruises, car rentals, Fams, special interest & industry news
- The most comprehensive source of travel information used and relied upon to plan and book any travel destination
- Your most cost effective and efficient advertising resource to reach and influence travel professionals at the point-of-sale
- 39 years of travel agent readership loyalty
- Over 7 years of on-going archived destination features hosted at www.jaxfaxmagazine.com
- Interactive digital issue delivered monthly to 80,000 travel agent subscribers containing hundreds of links from editorial content and advertisements and archived on www.jaxfaxmagazine.com
- Advertiser's published-brochures digitally converted, and hosted on www.jaxfaxmagazine.com in JAX FAX online brochure library
- Every JAX FAX supplement digitally converted and archived on www.jaxfaxmagazine.com

SUBSCRIBER AND ADVERTISER TESTIMONIALS

Since 1972



I would like to congratulate you and your team for the wonderful magazine (JAX FAX Travel Marketing Magazine). Thank you.

Nelson De Freitas

TAM Airlines, Orlando Inside Sales USA

At a CTC Master Class session I attended on The Changing Channels of Travel Distribution, Doug Kostowski, President of Travel People, was on the panel to represent consolidators. He held up a copy of JAX FAX for all of the 100+ agents in the audience to see and said: "This is a magazine called JAX FAX, and it's the Bible for finding consolidators. If you aren't using this, you are missing out on making a profit from airline tickets. Get it, by all means." I guess a few other people already told you this, but I wanted to relay that accolade for JAX FAX.

Best, Eleanor Wilson (correspondent)

Just a quick note to congratulate you for the excellent move in putting your editions online. They look amazing and are very easy to use - better than others.

Miguel Carvalho, Portuguese National Tourism Office

I thought you would be happy to know how very pleased we are with a recent email broadcast sent through JAX FAX. We are promoting a Malta Fam trip to professional travel agents. Due to the great pricing and excellent service, we expected good results, but were happily amazed when the trip sold out the very first day.

Over the last 3 plus years we have used JAX FAX Magazine as one of our primary marketing tools. The experience has always been so positive and encouraging. Marketing through JAX FAX is an incredibly effective way to get our message out to travel agents.

The generous editorial support that JAX FAX has provided us is very much appreciated. It is encouraging to know that, even in these tough economic times, JAX FAX is able to deliver the results we need to sell our independent travel programs, custom tours, and escorted packages.

Sincerely,

Diane Panasci, Foreign Independent Tours

I have been in the travel industry for over 12 years. I own and operate Anytime Travel, LLC. I used to have a store front/brick and mortar, but for the last three years have been Home Based.

I first want to "Thank You" and JAX FAX for creating a free registry for us home-based agents, so that we will be recognized by travel suppliers and that they can 'locate' us. By the way, I just registered! :)

Thanks again for keeping me and my fellow travel agents informed. I greatly appreciate it! I look forward to reading all future issues from cover-to-cover!

Best regards,

Tish Black-Hughes, Anytime Travel, LLC

PRINT ADVERTISING RATES

WEB ADVERTISING RATES

DISPLAY ADVERTISING All prices gross in US dollars

UNITS	1x	3x	6x	12x	24x
1/4 PAGE	1,882	1,659	1,440	1,220	948
1/3 PAGE	2,163	1,919	1,672	1,426	1,125
1/2 PAGE	3,999	2,748	2,398	2,047	1,614
1/2 SPREAD	5,051	4,483	3,909	3,334	2,628
2/3 PAGE	3,678	3,168	2,845	2,428	1,916
1 PAGE	5,269	4,670	4,061	3,473	2,874
SPREAD	8,430	7,566	6,597	5,628	4,657
1/9 PAGE	525	441	386 Available for hotels only		
Ad Strips Bottom of Listings page under country heading					
Per Strip	NA	142	132	115	95

MAGAZINE COVERS

UNITS	1x	3x	6x	12x
COVER 2	5,526	4,972	4,476	3,982
COVER 3	5,365	4,830	4,345	3,911
COVER 4	5,796	5,214	4,693	4,223

FRONT COVER & EDITORIAL FEATURE

Requires a minimum of two full page, four-color ads per year at \$4,552 (gross) each, and is available with an editorial destination feature only.

INSERTS 1 Sheet, 2 Pages (Gross) See trim size requirements.

	Printed by JAX FAX	Supplied Pre-Printed
6x	4,244	3,034
12x	3,880	2,668

PRINTED BY JAX FAX: Both sides on 70lbs coated cover stock.

SUPPLIED PRE-PRINTED INSERTS: Sample of insert must be submitted before "material due date" for the issue in which it is intended to appear.

DISTRIBUTE YOUR BROCHURE WITH JAX FAX

Size includes Covers	8 pages	16 pages	24 pages	32 pages
Design/Print/Distribute	10,647	15,258	20,176	24,392
Print & Distribute	10,143	14,313	18,854	22,628

The brochures are tipped into the JAXFAX issue of your choice. To poly-bag your brochure instead, please add \$4,935 to the above prices. Rates upon request for special binding requirements or other units.

LINE LISTINGS RATES PER LINE

Rate is discounted according to volume. Minimum of 20 listings

# OF LISTINGS	PRE-PAID COST	BILLED COST
01 - 20	17.85	19.20 per line of listings
21 - 50	15.45	16.50 per line of listings
51 - 100	13.25	14.30 per line of listings
101 - 200	11.00	12.20 per line of listings
201 - 300	10.00	11.00 per line of listings
301 and over	CALL 800-952-9329 FOR DISCOUNTED RATES	

PREPAID ACCOUNTS SAVE UP TO 10%

Pre-paid accounts are those who register a credit card with JAX FAX for automatic charging on the 15th of each month, (for example, on March 15 for the April issue); or those who send in a check for the upcoming issue by the listing deadline, (for example, March 27 for the May issue.)

ADVERTISING AGENCY COMMISSIONS

15% to agencies on space, inserts and color charges. Net 15 days.

JAX FAX is mailed under the provisions of Periodical Class Mail.

All rates quoted gross in U.S. Dollars with a check drawn on a U.S. bank. A \$30 processing fee must be added on checks drawn on non-U.S. banks.

JAX FAX E-NEWS WEEKLY BROADCAST

Commitment Level	4 Weeks	12 Weeks	26 Weeks	52 Weeks
4 weeks minimum	400	900	1,600	3,000

Weekly broadcast include a hyperlinked button and less than 75 words of copy.

JAX FAX INDIVIDUAL EMAIL BROADCAST

Frequency	1-3	4-12	13+
Per broadcast	300	275	250

FIND A CONSOLIDATOR-JAX FAX SEARCH

AIRLINE CONTRACT	PER MONTH
Per airline contract with unlimited city pairs	40
Unlimited airline contracts and city pairs	400
DESTINATION BANNERS ON RESULT PAGE	PER MONTH
1-3 banners	Price per banner 150
4-6 banners	Price per banner 125
7 or more banners	Price per banner 100

JAXFAXMAGAZINE.COM BANNERS

Prices are per banner/per insertion

Size	Monthly	Quarterly	Semi-Annual	Annually
Small	450	400	350	300
Large	650	600	550	500
Teaser*	900	850	800	750

Teaser Banner: is linked to hosted page on www.jaxfaxmagazine.com

JF & TRO PRINT/WEB/EMAIL PACKAGES

Each package includes both print and internet components. Price per insertion.

Size	Monthly	Quarterly	Semi-Annual	Annually
1/4 Page	1,650	1,923	2,245	2,245
1/2 Page	2,600	2,523	2,523	2,795
Full Page	4,200	3,523	3,523	3,875

Monthly Package includes: 1 Print ad in JAX FAX Magazine

1 web strip or 10 listings in JAX FAX listings section + 2 Email Broadcasts to JAX FAX/TRO 72,000 travel agent database + 1 Run of Site Rotating banner ad on TRO and JAX FAX Websites + 1 Listing in TRO Online Supplier Directory.

Quarterly Package includes: Print ad in JAX FAX Magazine - monthly

+ 3 Strip ads or 18 listings in JAX FAX Listings - monthly + 6 Email Broadcasts to JAX FAX/TRO 72,000 travel agent database + 1 Company Profile on TRO Website + 1 Run of Site Rotating Banner ad on TRO and JAX FAX Websites + 1 week Call out ad on TRO Daily Travelgram + 1 Enhanced Listings in TRO Online Supplier Directory + 1 E-Brochure.

Semi-Annual (6 Months) Package includes: Print ad in JAX FAX Magazine - monthly + 6 Strip ads or 120 Listings in JAX FAX Listing section - monthly + 12 Email Broadcasts to JAX FAX/TRO 72,000 travel agent database + 1 Company Profile on TRO Website - Homepage + 1 Run of Site Rotating Banner ad on TRO and JAX FAX Websites + 6 Weeks - Call out ad on TRO Daily Travelgram + 1 Enhanced Listing in TRO Online Supplier Directory + 2 Weeks - TRO Site Sponsor Banner ad + 2 E-Brochures.

Annual (12 Months) Package includes: Print ad in JAX FAX Magazine - monthly + 12 Strip ads or 100 listings in JAX FAX Magazine Listings - monthly + One Supplier Exclusive Interview in JAX FAX Magazine + 24 Email Broadcasts to JAX FAX/TRO 72,000 travel agent database + 2 Company Profile on TRO Website - Homepage + 1 Run of Site Rotating Banner ad on TRO and JAX FAX Websites + 15 Weeks - Call out ad on TRO Daily Travelgram + 1 Enhanced Listing in TRO Online Supplier Directory + 6 Weeks - TRO Site Sponsor Banner ad + 4 E-Brochures + Bonus Website ad space as available.

CUSTOM DESIGN AND PRODUCTION

Available for brochure and Email broadcasts upon request- call for quote.

DIGITAL SPECIFICATIONS FOR ADVERTISEMENTS

PRINT AD SIZE REQUIREMENTS

HALF PAGE BLEED & SPREADS Width x Height in inches

Half page (bleed on 3 sides) 8.375 x 5.625
 Half page spread on 2 page (bleed on 3 sides) 16.5 x 5.625

All Live Matter must be kept within 1/4" inside the final trim all around.
 *Bleeds must extend 1/8" past trim lines all around.

FULL PAGE BLEED & SPREADS Width x Height

Final trimmed size of Publication 8.125 x 10.875
 Full page recommended image area* 7.125 x 10
 Untrimmed size of Publication 8.375 x 11.125
 Full page bleed (Bleed on 4 sides) 8.375 x 11.125
 Two page spread (Bleed on 4 sides) 16.5' x 11.125

*All Live Matter must be kept within 1/4" inside the final trim all around.
 Bleeds must extend 1/8" past trim lines all around.

FRACTIONAL SIZES Width x Height

Size	Editorial/Listings	Editorial sections only	
1/4 PAGE	7.125 x 2.5	3.5 x 5	4.6875 x 3.75
1/3 PAGE	7.125 x 3.5	3.5 x 6.75	4.6875 x 5.25
1/2 PAGE	7.125 x 5	3.5 x 10	4.6875 x 7
2/3 PAGE	7.125 x 6.5		4.6875 x 10
3/4 PAGE	7.125 x 7.75		
Ad Strip	7.125 x .5 for listings sections only on a 3x basis		

TIPPED BROCHURES AND SUPPLEMENTS

Full page final trimmed size of brochure: 7.625 x 10.875
 Recommended image area of full page: 6.625 x 10.875
 Bleed size of full page: 7.875" x 11.125"

PREFERRED FORMAT PDF

Save file as PDF: Binary, level 2 postscript, all fonts embedded. 2400 dpi.
 All art work placed in your original document must be 300 dpi/CMYK. No Spot no RGB. No registration for fractional ads.
 Full page ad registration centered Offset 16pt. Bleed Symetric . 25".

Accepted File Format: tiff of jpg file minimum 300dpi -not recommended.
 For better quality in our digital issue it is recommended not to supply an image file (tif or Jpeg) or a pdf created from Photoshop which gets converted to 72dpi and becomes blurry in the digital magazine. Instead supply a PDF created from Quark Xpress or inDesign.

Recommended Resolution and Rasterization effects Resolution:

Lineart (Bitmap) images at 1200 dpi
 Grayscale / Color images at 300 dpi
 Combination Grayscale and Color Images at 600 dpi

Trapping and Screening

Files are NOT to be trapped or prescreened. Our Prepress department will use industry recognized trapping software to auto-trap your files for optimum performance and reproduction on press and will apply the appropriate screening. Please make sure that all white type is set to K.O.

Send your files via FTP or email to cbjifax@aol.com if under 5mb.

Host: ftp.dpc-nh.com | User Name: JaxFax
 Password (case Sensitive): gfbAXAxh
 Open and place material in the "JAXFAX CLIENT-ADS UPLOAD" Folder

Contact For additional information or to specify your ad shape /size, or to receive metric specifications, please email Chantal Guillou Brennan at cbjifax@aol.com or call her at 203-301-0255.

INTERNET BANNER SIZE REQUIREMENTS

Please Email all material to CBjifax@aol.com a minimum of 3 business days prior to scheduled broadcast or publishing date.

MINI SIDEBAR WEB BANNER on www.jaxfaxmagazine.com

Width : 162 pixels; Height: 80 pixels, Size: under 40k
 Preferred Format: gif, jpeg, (72dpi/RGB) Accepted: swf.
 Please email the link that you want the banner ad to click to.
 Note: swf files need to have all URL created/embedded in the flash file before saving to swf.

SIDEBAR WEB BANNER on www.jaxfaxmagazine.com

Width : 162 pixels | Height: 135 pixels | Size: under 40k
 Preferred Format: gif, jpeg, (72dpi/RGB) | Accepted: swf.
 Please email the link that you want the banner ad to click to.
 Note: swf files need to have all URL created/embedded in the flash file before saving to swf.

HORIZONTAL WEB BANNER on www.jaxfaxmagazine.com

Width : 600 pixels | Height: 60 pixels | Size under 60k
 Preferred Format: gif, jpeg, (72dpi/RGB) Accepted: swf.
 Please email the link that you want the banner ad to click to.
 Note: swf files need to have all URL created/embedded in the flash file before saving to swf.

HORIZONTAL WEB BANNER on www.airsearch.jaxfax.com

• Width : 600 pixels • Height: 48 pixels • Size under 40k
 Preferred Format: gif, jpeg, gif animated; Accepted: swf (72dpi/RGB)
 Note: When you create the swf file you need to embed the URL in the flash file before you save as swf. For gif and jpeg file, please email the link that you want the banner ad to click to.

SIDE WEB BANNER on www.airsearch.jaxfax.com

• Width: 162 pixels • Height: 135 pixels • Size: under 40k
 Preferred Format: gif, jpeg, gif animated; Accepted: swf (72dpi/RGB)
 Note: When you create the swf file you need to embed the URL in the flash file before you save as swf. For gif and jpeg file, please email the link that you want the banner ad to click to.

EMAIL BROADCASTS

JAXFAX WEEKLY ENEWS BROADCAST

Broadcast has 1 image in the left column, and copy on the right
 Please email (to CBjifax@aol.com) both to be placed in our template.
 The image may include your Logo and copy/slogan
 Width: 162 pixels and Height: 135 pixels
 Preferred Format: gif, animated gif, jpeg, (RGB) Under 45k
 Copy for the right column must be less than 70 words.

INDIVIDUAL EMAIL BROADCAST

Email cbjifax@aol.com a link to an html or htm file which is hosted on a website/server, such as (<http://www.yourdomainname.com/filename.html>)
 Link must end in htm or html. All links to image and style sheets must be absolute links (<http://www.yourdomainname.com/folder/filename.jpg>).
 Images must be 72dpi RGB. Recommended width of Email Broadcast: less than 800 pixels. No forms or search boxes are to be included in an email broadcast. Pages must be detached from any template.
 INCLUDE: the subject line you wish to use for the broadcast.
 We recommend the ratio of text to image be at least 20% text, which prevents the message from being flagged as spam.

Design & Production Services: We can design your email broadcast. Please Email the copy, your logo and any images (jpeg) to cbjifax@aol.com. Include brand color scheme when available

Please Email your material to Chantal Guillou-Brennan, Art & Production Director at CBjifax@aol.com a minimum of 3 business days prior to scheduled broadcast.

EDITORIAL SPECIFICATIONS

Email your press to Katie Hultgren at editor@jaxfax.com by the space reservation due date. Images must be 300 dpi in jpg format (minimum width of 1080 pixels). Image size for Cover 1 should be 2550 pixels x 3375 pixels.

EDITORIAL CALENDAR & 2012 PRODUCTION DUE DATES

JANUARY COVER: THAILAND

Africa & Middle East Middle East Update
 Asia & S. Pacific China; Australia: Sydney & the Gold Coast
 Caribbean Girlfriend's Getaways
 C. & S. America Peru, Central America Update
 Cruise News Ship Update
 Europe Italy for Food Lovers; Spain's Sephardic Trail
 USA & Canada Las Vegas

FEBRUARY COVER: EGYPT

Africa & Middle East African Safaris
 Asia & S. Pacific Japan, S. Pacific (Fiji, Tahiti, Cook Islands)
 Caribbean Puerto Rico & USVI
 C. & S. America South America Update
 Cruise News Family Cruises
 Europe Portugal; Mediterranean Islands
 Industry News Selling meeting and incentive travel
 USA & Canada US Historic Sites

SUPPLEMENT: 2012 GUIDE TO WTA WINNERS

MARCH COVER: TAIWAN

Africa & Middle East Ethiopia; Israel
 Asia & S. Pacific Korea
 Caribbean Luxury for Less
 C. & S. America Ecuador & the Galapagos; Colombia
 Cruise News River Cruises
 Europe Czech Republic; Central & Eastern Europe; Greece
 Industry News Choosing a Consortia/Host Agency
 USA & Canada Best of Florida

SUPPLEMENT: 2012 GUIDE TO AIR CONSOLIDATORS

APRIL COVER: TBA

Africa & Middle East South Africa
 Asia & S. Pacific Taiwan; India
 Caribbean Honeymoons and Destination Weddings
 C. & S. America Mexico Destination Weddings
 Cruise News Cruise Honeymoons
 Europe Croatia; Flanders
 Industry News Selling Ancillary Travel Products
 USA & Canada Hawaiian Honeymoons

MAY COVER: CZECH REPUBLIC

Africa & Middle East Botswana; Tanzania
 Asia & S. Pacific Summer Festivals in Asia
 Caribbean Summer on Sale
 C. & S. America Costa Rica
 Cruise News Atlantic Canadian Cruising
 Europe Turkey, Germany
 Industry News Faith Based Travel
 USA & Canada Dude Ranches

SUPPLEMENT: GUIDE TO AGENT SPECIALIST PROGRAMS

JUNE COVER: TBA

Africa & Middle East Morocco
 Asia & S. Pacific The Philippines; India
 Caribbean Exploring Riviera Maya; Dominican Republic
 C. & S. America Dive Travel Latin America
 Cruise News Small Ships
 Europe Vienna; Biking/Hiking Europe
 Industry News Facebook for your Business
 USA & Canada Vancouver Update

EMAIL YOUR EDITORIAL OR PRESS RELEASE TO KATIE AT EDITOR@JAXFAX.COM

JANUARY DUE DATES

Editorial Copy • Ad Space Reservation: December 2
 Consolidator Listings due by: December 5
 Ad material is due on or before: December 9

FEBRUARY DUE DATES

Editorial Copy • Ad Space Reservation: January 6
 Consolidator Listings due by: January 9
 Ad material is due on or before: January 13

MARCH DUE DATES

Editorial Copy • Ad Space Reservation: February 3
 Consolidator Listings due by: February 6
 Ad material is due on or before: February 10

APRIL DUE DATES

Editorial Copy • Ad Space Reservation: March 2
 Consolidator Listings due by: March 5
 Ad material is due on or before: March 9

MAY DUE DATES

Editorial Copy • Ad Space Reservation: April 6
 Consolidator Listings due by: April 9
 Ad material is due on or before: April 13

JUNE DUE DATES

Editorial Copy • Ad Space Reservation: May 4
 Consolidator Listings due by: May 7
 Ad material is due on or before: May 11

JULY DUE DATES

Editorial Copy • Ad Space Reservation: June 1
 Consolidator Listings due by: June 4
 Ad material is due on or before: June 8

AUGUST DUE DATES

Editorial Copy • Ad Space Reservation: July 6
 Consolidator Listings due by: July 9
 Ad material is due on or before: July 13

SEPTEMBER DUE DATES

Editorial Copy • Ad Space Reservation: August 3
 Consolidator Listings due by: August 6
 Ad material is due on or before: August 10

OCTOBER DUE DATES

Editorial Copy • Ad Space Reservation: September 7
 Consolidator Listings due by: September 10
 Ad material is due on or before: September 14

NOVEMBER DUE DATES

Editorial Copy • Ad Space Reservation: October 5
 Consolidator Listings due by: October 8
 Ad material is due on or before: October 12

DECEMBER DUE DATES

Editorial Copy • Ad Space Reservation: November 2
 Consolidator Listings due by: November 5
 Ad material is due on or before: November 9

EDITORIAL COVERAGE FOR ADVERTISERS AND LISTERS

YOUR NEWS IS OUR BUSINESS!

We publish the latest news about your company

because it is your privilege as a JAX FAX advertiser and/or lister and because it is of interest to more than 110,000 retail travel agent readers nationwide who receive JAX FAX Travel Marketing Magazine and use it on a daily basis to sell travel.

What to include in your press release

When applicable include in your email:

- Name of company
- Brief quote(s) of company executive (with title)
- Participating airline(s) or cruise line
- Minimum/maximum prices (per person, d.o.)
- Titles of tour units, if any
- What's included in prices (air, meals, etc.)
- Number of days of tour units
- Validity dates (from-to)
- U.S. departure cities
- Optional features (if any)
- Destinations involved
- Agent's commission information
- Brief highlights & exclusive features
- For further information, contact: Your company name, address, (800) & local phone, fax numbers, email & website addresses.

We are committed to your success:

To help us support your marketing efforts, send your press releases via email to Katie Hultgren, Editor, at editor@jaxfax.com; for further information call 203-301-0256

Contact us:

Media kits should be sent to:

JAX FAX Travel Marketing Magazine,
52 West Main Street, Milford CT 06460
Phone 800-952-9329 • Fax 203-301-0250

Specifications and due dates

Question regarding art material for editorial

For art material or other request regarding images for editorial, email Chantal Guillou-Brennan, Art & Production Director at CBjaxfax@aol.com or call 203-301-0255

Our readers look forward to learning about your products and programs! Thanks for your cooperation. — Doug Cooke, Publisher

GENERAL CONDITIONS

FOR INCLUSION IN JAXFAX TRAVEL MARKETING MAGAZINE AND JAXFAXMAGAZINE.COM

- The advertiser and its agency, if there is one, each represents that it is fully authorized and/or licensed to publish the entire contents and subject matter contained in its advertisement including (1) the names, portraits and/or pictures of persons living or dead; (2) any copyrighted material; (3) any testimonials contained in any advertisement submitted to and published by the Publisher. In consideration of the Publisher's acceptance of such advertisement for publication, the agency and the advertiser will indemnify and save harmless the Publisher against all loss, liability, damage and expenses of any nature (including reasonable attorneys' fees) arising out of the copying, printing or publishing of its advertisement and resulting from any proceedings claims or suits including, without limitation, for libel, violation or rights of privacy and of publicity, unfair competition, intentional or negligent infliction of emotional distress, and copyright and/or trademark infringement.
- Conditions other than rates are subject to change by Publisher without notice.
- All contents of advertisements are subject to the Publisher's approval. The Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment at any time, if for any reason the Publisher deems the advertisement to be unacceptable.
- Positioning of advertisements is at the discretion of the Publisher unless arrangement for a specific position is acknowledged in advance by the Publisher in writing.
The Publisher shall not be liable for errors in key numbers, advertisers' index, map locations, telephone/telex/facsimile numbers, or change in advertising text and rates by the advertiser.
- Cancellations or changes may not be made by the advertiser or its agency after the closing date. Covers and sectional dividers are non-cancelable.
- All insertion orders are accepted subject to provisions of current rate card. Rates are subject to change upon notice from the Publisher. Should a change in rates be made, space reserved may be cancelled by the advertiser or its agency at the time the change becomes effective without incurring short-rate charges, provided the advertisements published to the date of cancellation are consistent with the appropriate frequency or volume rate. Cancellation of space reservations for any other reason (in whole or in part by the advertiser) will result in an adjustment of the rate (short-rate) based on past or subsequent insertions to reflect actual space used at the earned frequency or volume rate.
- The Publisher will not be liable under any circumstances for any costs or damages (including consequential damages) as a result of failure to print any advertisement or of the appearance of any errors in any advertisement as published. The only remedy will be a make-good advertisement.
- The Publisher shall have the right to hold the advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the Publisher for advertising which the advertiser or its agency ordered and which advertising was published.
- No conditions other than those set forth in this rate card shall be binding on the Publisher unless specifically agreed to in writing by the Publisher. The Publisher will not be bound by conditions printed or appearing on order blanks or copy instructions submitted by or on behalf of the advertiser when such conditions conflict with any provisions contained on this rate card.
- The Publisher will not be liable for any delays in delivery and/or non-delivery in the event of an act of God, action by any government or quasi-governmental entity, fire, flood, accidents, insurrection, riot, explosion, embargo, strikes (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slowdown, or any other condition beyond the control of the Publisher affecting production or delivery in any manner.
- All advertisements must be clearly identifiable as such with a trademark or signature of the advertiser or the word "Advertisement" may be placed with copy which in the Publisher's opinion resembles editorial copy.
- Failure to make insertion orders correspond in price or otherwise with the rate schedule is regarded only as a clerical error and publication is made and charged for upon the terms of the schedule in force without further notice.
- It is the responsibility of the advertiser and its agency to ensure that all inserts and other advertising comply with the U.S. postal regulations and other applicable Federal and State laws and regulations.
- As used in this section entitled "General Conditions", the term "Publisher" shall refer to Jet Airtransport Exchange, Inc., publisher of JAX FAX Travel Marketing Magazine.