

ATTENTION: Destinations, Accommodations, Attractions & Sightseeing Companies



The Most Cost Effective Trade Newsletter Reaching 30,000 + Bi-Monthly

Travel Agents
Tour Operators
Group Planners
Receptive Agents
Cruise Agents
Meeting Planners
Incentive Planners
Motorcoach Operators

SIGHTSEEING NEWS & VIEWS

Bi-Monthly Travel Industry Newsletter Reaching 30,000

Published by Sightseeing.com

- An established digital newsletter distributed to 30,000+
2X a month since 2010
- Distribution includes
 - ✓ **ABA, CLIA, USTOA, ASTA , RSA , NTA, MPI, GLAMER, SYTA, IPW**
 - ✓ **80% North America + 20% Additional International Retail/Tour Operators**
- **Delivers Content of Interest to Travel PLANNERS**
 - ✓ **Newest sightseeing options around the world**
 - ✓ **Unusual activities for the “been there/done that” client**
 - ✓ **Key industry developments**
 - ✓ **Updates on technology that affect travel planning**
 - ✓ **PLUS a “You Need to Know” feature in every issue**

SIGHTSEEING NEWS & VIEWS

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Your Advertising Package for \$995 Includes:

- Banner Ad for 3 months)
 - ✓ 6 issues
 - ✓ Banner art can be changed out monthly
 - ✓ Cost can be shared with partner for alternating banner placement


Example:



- 1 Spotlight Feature story

Example:

7 new reasons to visit Indy in 2015



A lineup of only-in-Indy experiences makes the city a must visit destination this summer. In 2015, visitors to Indianapolis will encounter remarkable experiences that will inspire, thrill, captivate and fascinate. From cool cars to shiny gold, seven new only-in-Indy experiences are sure to surprise.

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Actual Newsletter Example [Click Here](#) - or visit www.sightseeing.com

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How does Sightseeing News & Views Stack UP against other trade newsletters?

**Lower Cost
+ Highest Distribution
= Best Value**

**Reaches All Categories
of Travel Planners:
Not Limited to Members
of One Association**

Rate Includes
Banner AD
+
Feature Story

Comparison of Banner Ad Advertising Programs

SIGHTSEEING NEWS & VIEWS

Published: 2X MONTH

Distribution: 30,000 including all major US associations

Includes: Banner AD (3 months) + 1 FEATURE STORY

RATE: \$995

ASTA “Dateline” (weekly)

Distribution: 10,000 domestic members

Includes 1 Banner ad

Rate: 1 week for \$1500/1 month for \$5,000

ABA “Insider: (weekly)

Distribution: 8000 ABA members

Includes 1 Banner ad for 3 months

Rate: \$1500-\$3300 depending on placement

NTA Tuesday “e-Newsletter” (weekly)

Distribution: 4000 Domestic NTA members

Includes: 1 Banner ad for 3 months

Rate: \$3500-\$3750 depending on placement