



THE TRAVEL ADVISORS' PATH TO PROFITS
JAX FAX
TRAVEL MARKETING

The Travel Industry's #1 Source of Print
and Online Marketing to Travel Advisors

MULTI-CHANNEL TRAVEL MARKETING

Your Marketing Message Delivered to:

- ▶ The Right Travel Advisors
- ▶ At the Right Time
- ▶ On the Right Channel



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FOR MORE INFORMATION CONTACT:
DOUG COOKE • 203-647-0252 • doug@jaxfax.com

Intro and Readership



Cross Platform Marketing for Travel Industry Suppliers

JAX FAX Travel Marketing has been bringing Travel Advisors together with Travel Suppliers since 1972. Through our multi-channel marketing approach, travel industry suppliers can reach our 80,000+ travel advisors with the right message, at the right time, through the right channel.

Destinations

Travel Agents' Guide to Worldwide Destinations

by **JAXFAX**

Destinations by JAX FAX Magazine contains information Travel Advisors need to effectively sell worldwide destinations. Each bi-monthly issue has six geographic sections (Europe, North America, Latin America, Caribbean, Asia/Pacific and Africa.) We can offer exclusive franchise positioning either within the first 8 pages or within one of our editorial sections. For Tour Operators and Resorts, ads can also be run within specific destination articles to maximize exposure of your tours/resort within that destination. The magazine reaches 20,000 Travel Agencies in print and an additional 60,000 Travel Advisors receive the digital edition. **DESTINATIONS by JAX FAX** will be published six times in 2022 in the months of January, March, May, July, September and November.



JAX FAX Digital Marketing Options

JAX FAX Digital Marketing offers Airlines, Tour Operators, Resorts, Cruise Lines and other travel suppliers multiple online ways to reach the travel agent distribution channel including: advertorials, website marketing, email marketing, eNewsletter marketing, webinars and more. We offer very affordable, cross platform (print/digital) marketing packages designed to maximize your exposure to Travel Advisors, both in print and online.



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DESTINATIONS by Jax Fax Magazine focuses on educating Travel Advisors about worldwide destinations and the suppliers that serve these destinations.

Email Marketing – Page 5

100% opt-in database of 60,000 Travel Advisors with competitive rates and consistently high opens and clicks

Enewsletters – Page 6

Monthly destination eNewsletters for: Europe, Asia/Pacific, Africa/Mid East, Latin America, Caribbean and USA/Canada, as well as Luxury and Cruise. In addition, we distribute a Weekly Bonus Commission and Incentives eNewsletter.

Website Advertising – Page 7

Our website, www.jaxfax.com is designed to complement our magazine. Travel Advisors can research destination information from 5 years of past articles. We also use the site to archive our webinars, podcasts and supplier brochures.

Webinars – Page 8

Travel Advisors sell what they know. Webinars are a very effective means of capturing an audience's attention and educating them about your products/services.

Social Media Marketing – Page 9

Facebook Custom Audience Marketing allows us to deliver your message to the Facebook newsfeed of 90,000 Travel Advisors.

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Print Advertising



TARGET ADVERTISERS INCLUDE:

- Tourist Boards
- Tour Operators
- Car Rentals
- Cruise Lines
- Hotels and Resorts
- Airlines
- Air Consolidators
- Ancillary Travel Products
- Consortia / Host Agencies

Destinations by JAX FAX is a bi-monthly travel trade magazine focused exclusively on marketing destinations to Travel Advisors. Each issue of **Destinations** is divided into 6 geographic sections including: **USA/Canada, Latin America, Caribbean, Asia/South Pacific, Africa/Middle East and Europe**. Each geographic section contains multiple destination articles, supplier updates and advertisements for consolidator airfares. Cruise News and Absolute Luxury are also features in each issue.

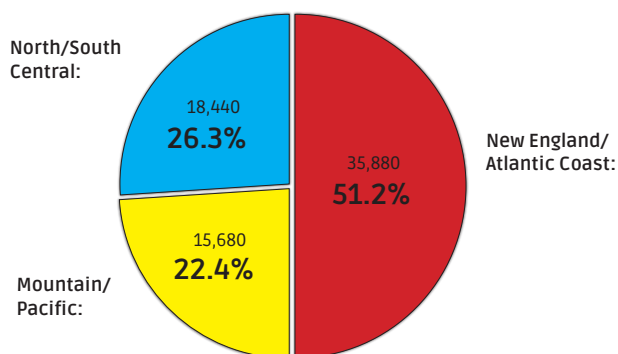
A LA CARTE DISPLAY ADVERTISING / All Rates Are Gross

UNITS	1x	3x	6x
1/4 Page	1,882	1,550	1,060
1/3 Page	2,163	1,811	1,263
1/2 Page	3,227	2,687	1,853
1/2 Spread	5,051	4,235	2,952
2/3 Page	3,678	3,084	2,152
Full Page	5,269	4,411	3,550
Spread	8,430	7,149	5,751
1/9 Page	450	450	450

DISTRIBUTION

Each bi-monthly issue of **Destinations** will be distributed in print to 20,000 travel agencies and 50,000 Travel Advisors will receive the digital issues.

GEOGRAPHICAL BREAKDOWN	COPIES	PERCENT
New England/Atlantic Coast:	35,880	51.2 %
North/South Central:	18,440	26.3 %
Mountain/Pacific:	15,680	22.4 %



OUR READERSHIP

- **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
- The majority of Travel Advisors 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
- 54% of **JAX FAX** subscribers work in an agency location while 46% are home based



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eMail Marketing

Why use JAX FAX as your email provider?



- 1** **JAX FAX** currently has a 100% opt-in database of 50,000 Travel Advisors.
- 2** Our rates are very competitive.
- 3** **JAX FAX** is a name agents have known and trusted for over 49 years.
- 4** Our emails receive consistently high open and click thru rates.
- 5** We respect Travel Advisors' time and limit our sends to 6 supplier emails daily.

SPECIAL OFFER FOR 2022 EMAIL MARKETING

Send 1 Email Monthly (12 total)

January - December for just \$300 / email
plus a website Banner Ad and a banner on
Incentive eNewsletter for 3 months (\$3,600 value)

or

Send 1 Email Twice Monthly (26 total)

January - December for just \$250 / email
plus a website Banner Ad and a banner on
Incentive eNewsletter for 6 months (\$6,500 value)

or

Send 1 Email Weekly (52 total)

January - December for just \$200 / email
plus a website Banner Ad and a banner on
Incentive eNewsletter for 3 months (\$10,400 value)

STARTER PACKAGE

Buy 3 for \$275 each and Get 1 Free

plus a website Banner Ad and a banner on
Incentive eNewsletter for 1 months (\$1,200 value)

BOOST YOUR EMAIL RESPONSE WITH SOCIAL MEDIA MARKETING

FACEBOOK CUSTOM AUDIENCE MARKETING:

For as little as \$200 / email blast we will use your
email to create a Facebook ad which we will place
on the newsfeed of up to 90,000 Travel Advisors.

JAX FAX eMarketing works! Here is what our customers are saying:

- “ We had a very good day when the email went out. Very good response.”** - Bill from Tripflock
- “ Your emails give us some of the best response we receive from our email marketing”** - Bill from Costa Rica Dream Vacations
- “ Jax Fax has been an amazing email marketing avenue for us. It has helped us grow our audience and users significantly! We enjoy working with Jax Fax, they always go above and beyond for us to help us find the best marketing options to help grow our business.”** - Stephanie from Travefy
- “ No sooner do we send an email than our phones start ringing”** - Chelsie from NTC
- “ We were shocked by the great response from our email broadcasts with JaxFax! ”** - Dan from Elegant Adventures
- “ Our thanks for bringing us over 200 new clients ranging from home based agents to major accounts”** - Norman from Travelades



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eNewsletters

JAX FAX Destination Monthly eNewsletters

DESTINATION eNEWSLETTERS

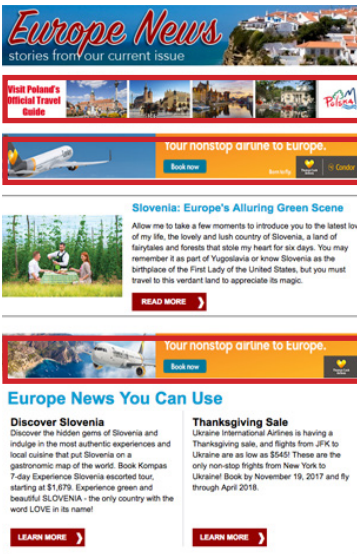
Includes the following regions on a monthly basis:

CHOOSE YOUR DESTINATION!

- The Caribbean/Bahamas/Bermuda
- Europe
- Africa and the MiddleEast
- Latin America
- Asia/Pacific
- USA/Canada
- Luxury Travel Newsletter
- Cruise News

EACH eNEWSLETTER WILL CONTAIN:

- Multiple Destination Articles
- Supplier News
- Fam Trips
- Agent Incentives



The screenshot shows the 'Europe News' eNewsletter interface. It features a header with the title 'Europe News' and a sub-header 'stories from our current issue'. Below this is a section titled 'Your nonstop airline to Europe.' with a 'Book now' button. Another section is titled 'Slovenia: Europe's Alluring Green Scene' with a 'READ MORE' button. At the bottom, there is a section titled 'Europe News You Can Use' with two sub-sections: 'Discover Slovenia' and 'Thanksgiving Sale', each with a 'LEARN MORE' button.

BANNER ADS ON DESTINATION eNEWSLETTERS PRICING:

STANDARD BANNER

- 12 Monthly Destination eNewsletters
- \$150/eNewsletter

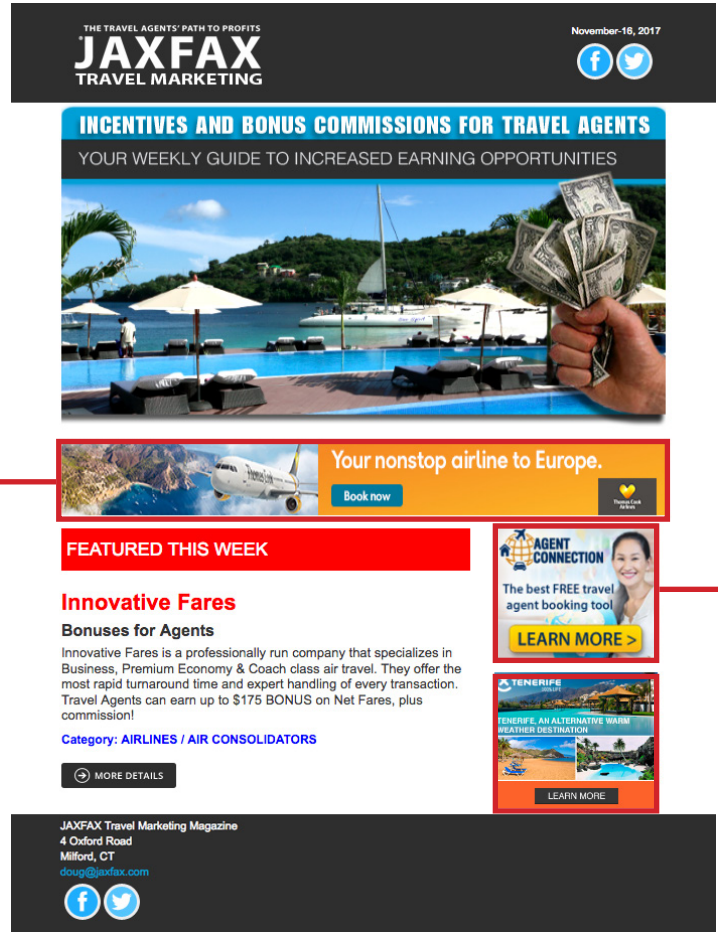
STANDARD BANNER

- 6 Monthly Destination eNewsletters
- \$200/eNewsletter

Banner size: 600 x 60 pixels

TRAVEL AGENT INCENTIVE AND BONUS COMMISSION

This eNewsletter comes out each Thursday and notifies agents of opportunities for increased earnings.



The screenshot shows the 'JAXFAX TRAVEL MARKETING' eNewsletter interface. It features a header with the title 'JAXFAX TRAVEL MARKETING' and a sub-header 'THE TRAVEL AGENTS' PATH TO PROFITS'. Below this is a section titled 'INCENTIVES AND BONUS COMMISSIONS FOR TRAVEL AGENTS' with a sub-header 'YOUR WEEKLY GUIDE TO INCREASED EARNING OPPORTUNITIES'. The main content area includes a large image of a hand holding cash, a section titled 'Your nonstop airline to Europe.' with a 'Book now' button, a 'FEATURED THIS WEEK' section with a red background, and a 'TENERIFE' section with a 'LEARN MORE' button. At the bottom, there is a footer with contact information for JAXFAX Travel Marketing Magazine.

Banner in Weekly eNewsletter (rate/month)

Annual (52 ads)	Semi Annual (26 ads)	Quarterly (13 ads)	Monthly (4 ads)
Sponsor ad (600 x 60 pixels)			
\$400	\$425	\$450	\$475
Square Banner (162 x 135 pixels)			
\$300	\$325	\$350	\$375

SPONSOR BANNER
600 x 60 pixels

SQUARE
162 x 135 pixels

Website Advertising

The screenshot shows the JAX FAX Travel Marketing website. At the top is a navigation bar with links for DEPARTMENTS, ADVISOR RESOURCES, ADVERTISER RESOURCES, DIGITAL LIBRARY, and MORE. Below this is a 'CURRENT ISSUE' section featuring a large image of a person on a beach with the headline 'Developments in Paradise – Antigua and Barbuda'. To the right of this is a 'Destinations' section with a search bar and a list of featured destinations including The Dominican Republic, Jamaica Joy, Costa Rica, and others. Further right is a 'FEATURED ADVERTISER' section displaying an American Airlines microsite ad. At the bottom right is an 'ADVERTISERS' section with a grid of various travel-related ads including Picasa Travel, Costalica, Milan, and others.

WWW.JAXFAX.COM

Our website is designed to provide Travel Advisors with up to date destination information. It is updated daily and has hundreds of archived destination articles and other relevant information Travel Advisors can use when researching a destination for their clients. The site also has other information Travel Advisors need including: **FAM Trips, Consolidator Search Engine, Brochure Library** and much more. Ad units include: Leaderboard ad, Standard banner and "Microsite ad". Microsite ads are unique to JAX FAX and contain live, customizable and updatable content. Average of 85,000 Unique Viewers Monthly

LEADERBOARD –
728 x 90 pixels

MICROSITE AD –
300 x 250 pixels

SQUARE –
162 x 135 pixels

WEB SITE RATES (RATE/MONTH)	ANNUAL	SEMI ANNUAL	QUARTERLY	MONTHLY
Microsite Ad	\$700	\$750	\$800	\$850
Leaderboard	\$500	\$550	\$600	\$650
Standard Banner	\$275	\$300	\$325	\$350

Webinars



Building Sales with JAX FAX Travel Marketing: **Webinars**

JAX FAX SUPPLIER TRAINING WEBINAR WILL HELP YOU TO:

- Educate our engaged Travel Agent audience on your products and services
- Build your own travel agent database
- Cost effectively interact with our Travel Agent readership

JAX FAX LAUNCHES DAILY TRAINING SESSIONS

- One Daily Training Session at 2:00pm
- 30 Minutes for your presentation and Q/A – keeps viewers engaged
- Affordable pricing makes these training sessions available to all travel suppliers
- Suppliers will be provided with a list of registrants and recording of the webinar.
- A copy of the webinar will be hosted in the webinar library at **www.jaxfax.com**

DAILY WEBINAR TRAINING SESSION PRICING

(All pricing based on pre-payment)

Single Webinar

Cost: \$750

Package of 3 Webinars

Cost: \$1,800

Package of 6 Webinars

Cost: \$3,000

Social Media Marketing

CUSTOM AUDIENCE MARKETING ON FACEBOOK

JAX FAX is thrilled to announce that we can now deliver your marketing message to the Facebook Newsfeed of our custom list of 90,000 Travel Advisors. Most importantly, you are assured that your marketing will only be displayed on the newsfeed of those who are most likely to engage with it. This maximizes your spend and ensures your message delivers maximum value.

Social media marketing should not replace, but rather enhance, your current marketing channels. Whether it is sending out an email broadcast, running a display ad in print, or doing online display advertising, the addition of a Facebook Marketing component can help maximize the impact of your marketing by reaching a highly targeted audience in one of their favorite channels – Facebook.

Best yet, our Custom Audience Marketing on Facebook is very affordable and delivers great value.



JAX FAX Travel Marketing

Sponsored · 🌐

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Travel Advisors:
Elegant Adventures
2019 FAM Trip to Costa Rica
7 Day, 6 Night Agent FAM Trip
\$629 Per Person, Double Occupancy
Travel Anytime: May 1 - June 30
& September 1 - October 31, 2019



[HTTP://BIT.LY/ELEGANTAD...](http://bit.ly/elegantad...)

**Experience Arenal Volcano
& Manuel Antonio!**

[LEARN MORE](#)

👍 Like



➦ Share

Plan A:

For Current JAX FAX Advertisers
Using Facebook Marketing to “Boost”
your email marketing with us.

Price for 1 Facebook ad - \$250

Price for 6 Facebook ads - \$1,350

Price for 12 Facebook ads - \$2,400

Plan B:

**For those suppliers only wishing
to engage with our audience on
Facebook**

Price for 1 Facebook ad - \$500

Price for 6 Facebook ads - \$2,400

Price for 12 Facebook ads - \$3,600



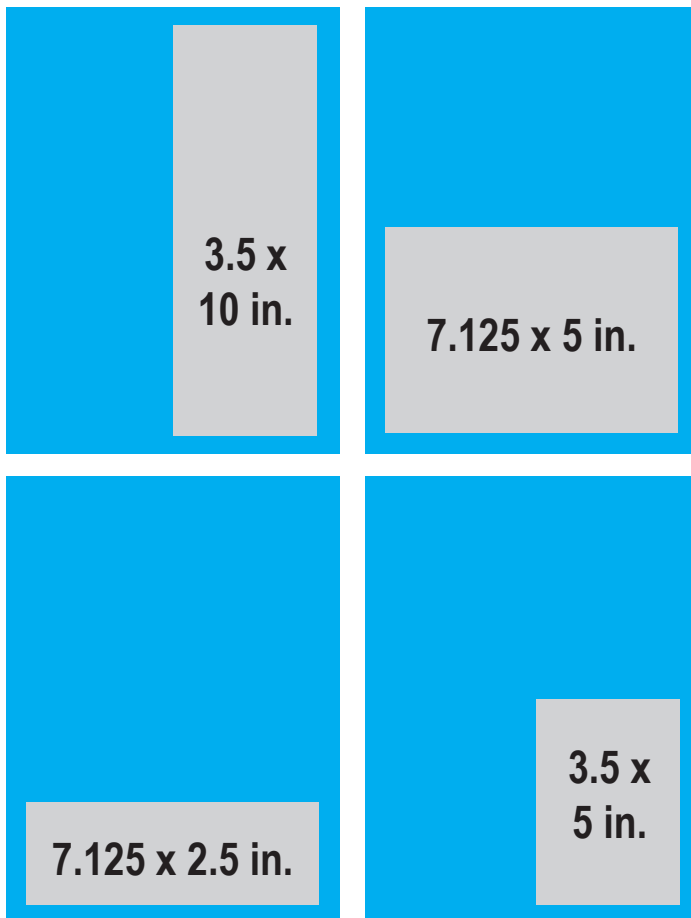
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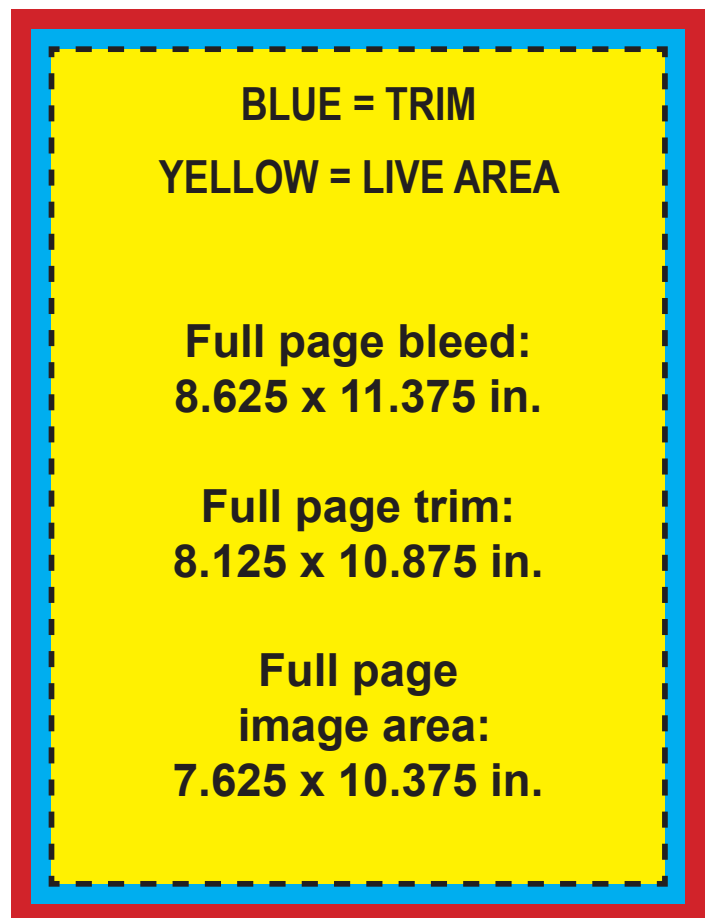
Print Specifications

HALF PAGE NO BLEED



QUARTER PAGE NO BLEED

RED = BLEED



FULL PAGE WITH BLEED

PREFERRED FORMATS: PDF X1a, and JPG files. All files should be created and submitted at 300 dpi.

AD SIZES: All ads must be created to exact size specifications.

FONTS: PDF files must have all fonts embedded or output to outline.

PHOTOS: Must be 300 dpi in CMYK.

MAGAZINE SPECIFICATIONS:

All measurements are in inches
Final trimmed size of magazine is 8.125 x 10.875

Full page bleed: 8.625 x 11.375 in.

Full page trim: 8.125 x 10.875 in.

Full page image area: 7.625 x 10.375 in.

1/2 page no bleed horizontal: 7.125 x 5 in.

1/2 page no bleed vertical: 3.5 x 10 in.

1/4 page no bleed horizontal: 7.125 x 2.5 in.

1/4 page no bleed vertical: 3.5 x 5 in.