



Courier

Courier, NTA's official monthly magazine, offers original, first-run articles with in-depth product features, destination coverage, business trends and industry news.

- 78% of NTA tour operators read *Courier* each month
- *Courier* enjoys an average pass along rate of 3.3, with NTA tour operator readership of nearly 5,000
- Print circulation of 6,000
- Digital circulation of 18,000

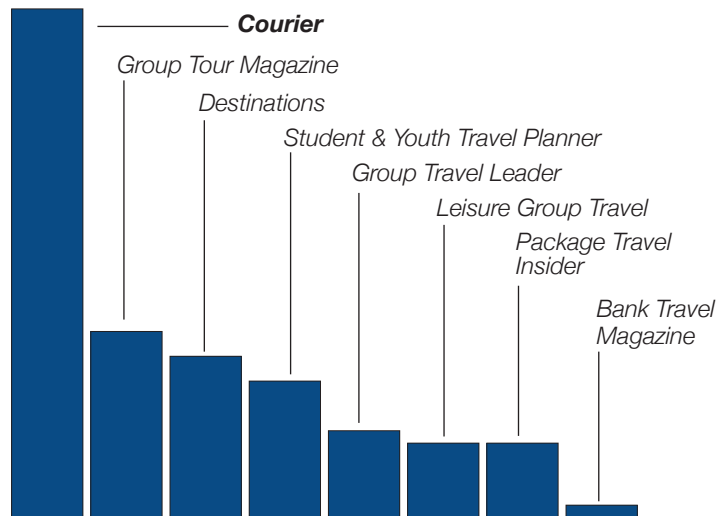
» NTA tour operators consistently rate *Courier* as the **No. 1-valued travel trade publication**.



“We find *Courier* to be a very cost effective way to keep an ongoing presence in the tour operator community. The special feature issues that we target give us direct access to high-value prospects in a way that other media just cannot do.”

Lou Seiler, Casa Loma,
Member Since 1982

If NTA Tour Operators could only read one travel industry magazine monthly, which would they choose?



Courier out weighs its competition nearly **3 to 1 in value**.

2011 *Courier* Rates

(four color)	1x	3x	6x	12x
Back cover	\$4,200	\$3,885	\$3,570	\$3,360
Inside front cover	\$3,780	\$3,570	\$3,360	\$3,150
Inside back cover	\$3,780	\$3,570	\$3,360	\$3,150
Full page	\$3,718	\$3,577	\$3,254	\$3,043
2/3 island	\$3,071	\$2,944	\$2,649	\$2,564
1/2 island	\$2,733	\$2,592	\$2,438	\$2,368
1/2 horizontal	\$2,592	\$2,480	\$2,368	\$2,212
1/3 page	\$2,142	\$2,043	\$1,973	\$1,903
1/6 page	\$1,608	\$1,481	\$1,439	\$1,410
Advertorial	\$4,000	n/a	n/a	n/a
Insert	varies	varies	varies	varies

Black/white ads are available. Deduct \$700 from color rates above. Rates include complimentary ad in digital edition with live link to your URL. All rates in \$USD.

» SAVE MONEY!

A full-page ad in a travel publication (that may or may not hit buyers) costs \$17,000. Advertising in *Courier* to a target market of qualified buyers costs just \$3,700.