



About eTurboNews, Inc.

For the last ten years, travel trade professionals have been turning to eTurboNews (eTN) for the latest in global travel trade news. Published daily, the eTN newsletter has a global reach of over 235,000 subscribers and contains reports written by a global team of contributing editors, writers, guest analysts and occasional correspondents, focused on events, company news, market trends, new routes and services, political and legislative developments relevant to travel, transport and tourism, and issues relating to tourism's role in the fight against poverty, and the industry's responsibility for the environment and human rights. The content of the reports is editorially regulated according to news values, significance and accuracy, copyright protected, and independent of any advertising and sponsorship carried.

Travel trade professionals comprise the majority of subscribers, but subjects covered extend beyond tourism to include issues that are of interest to consumers. The United Nations World Tourism Organization, World Travel & Tourism Council, CNN International, IMEX, ITB, World Travel Market, tourism boards and well known global tourism experts are among eTN's strategic partners.

In addition to its subscribers eTN articles are seen by more than 1.2 million consumers every month.

For its balanced, objective, fair and critical coverage, eTN has been hailed as the new standard in travel trade news.

eTN's Forimmediaterelease.net is a wire news service that reaches 17000 journalists from publications around the world. Forimmediaterelease was the first newswire service

exclusively for the travel industry. For immediate release was established in 2004 as a service for UNWTO and PATA when eTN facilitated crisis communication for the United Nations World Tourism Organization for the East Asia tsunami disaster.

eTurboNews is based in Haleiwa, Hawaii, USA with office in Germany, Italy, Iran, India, Lebanon, Jordan, Egypt, Thailand, Hong Kong, Brazil, Peru, South Africa, Grenada, Solomon Islands and Australia.

In addition eTN has representatives in more than 100 locations around the globe.

Publisher Juergen Thomas Steinmetz

Travel and tourism industry veteran Juergen T Steinmetz, born in Duesseldorf, Germany, has well over 33 years of experience under his belt. He graduated with a travel and tourism degree from the University in Dusseldorf, Germany. His career in travel and tourism started with Hapag Lloyd Travel in 1978.

Mr. Steinmetz started his own airline consolidator firm in 1980 in Krefeld, Germany. In 1984, he moved to the United States where his career in travel and tourism would further flourish. Mr. Steinmetz has been residing in Hawaii since 1988.

His experience in the industry is vast, from managing partnership in a travel and tour company to owning various tour companies. In 1999, he partnered with public relations and marketing firm Bloody Good Stuff whereby he was made responsible for representing Indonesia Tourism to the US and Canadian markets.

Never missing in the opportunity to expand his experience in the industry, he co-founded eTurboNews 2000. eTurboNews has since become not only one of the most read travel trade publications but it is also regarded as one of the most influential in travel media. His work with eTurboNews has facilitated his involvement with the United Nations World Tourism Organization's Task Force Against the Sexual Exploitation of Children through Travel and Tourism where he sits as a member of the Executive Committee.

Among his latest achievements, Mr. Steinmetz was recently appointed to the United States Department of Commerce's Export Council Pacific Region (Honolulu) and represents the tourism industry of Hawaii, Guam and Northern Mariana Islands.

Contact

Mailing address

- eTurboNews
P.O.Box 208
Haleiwa, HI 96712-0208 USA

COURIER

- eTurboNews
Attn: Thomas Steinmetz
59-296 Alapio Rd
Haleiwa, HI 96712 USA

e-mail/ SKYPE

- SKYPE: ThomasSteinmetz
- e-mail: sales@eturbonews.com publisher@eturbonews.com editor@eturbonews.com

Phone Contact

		
Honolulu, Hawaii, USA +1-808-521-2800	London, United Kingdom +44-203-239-3300	Ratingen, Germany +49-2102-1458-477
		
Capetown , South Africa +27-21-813-5811	Sydney, Australia +61-2-8005-1444	Hong Kong, China +852-8120-9450
		
Rio de Janeiro, Brazil +55-27-3717-3325	Chiang Mai, Thailand +66-53-110629	Amman, Jordan +962-795542906
		
Hyderabad, India +91 9885255112		

Circulation

eTurboNews Global edition											
America		Europe		Gulf / Middle East		Africa		Asia			
Australia/ Pacific											
Antigua & Barbuda	117	Andorra	141	Algeria	21	Angola	36	Afghanistan	5	American Samoa	19
Anguilla	113	Albania	53	Bahrain	270	Burkina Faso	18	Armenia	56	Australia	4778
Netherland Antilles	96	Austria	1857	Egypt	897	Burundi	1	Azerbaijan	27	Cocos Islands	93
Argentina	1512	Bosnia & Herzegovina	53	Iran	320	Benin	18	Bangladesh	21	Cook Islands	69
Aruba	268	Belgium	1108	Iraq	3	Botswana	101	Brunei Darussalam	155	Christmas Islands	8
Barbados	280	Bulgaria	261	Israel	756	Central African Republic	3	Bhutan	238	Fiji	279
Belize	98	Belarus	69	Kuwait	135	Congo	12	China	1001	Guam	78
Bermuda	230	Cyprus	471	Libya	60	Ivory Coast	23	Japan	996	Micronesia	62
Bolivia	162	Czech Republic	888	Morocco	267	Cameroon	110	Indonesia	1977	Kiribati	3
Brazil	2220	Germany	13498	Lebanon	480	Chad	6	India	3656	Mayotte	1
Bahamas	249	Denmark	749	Oman	513	Cape Verde	48	British Indian Ocean	1	Northern Mariana Islands	59
Canada	4377	Estonia	264	Palestine	34	Djibouti	24	Kyrgyz Republic	36	New Caledonia	51
Chile	567	Spain	3307	Qatar	343	Eritrea	24	Cambodia	198	Norfolk Islands	17
Colombia	203	Finland	637	Saudi Arabia	282	Ethiopia	209	Hong Kong	1439	Nauru	9
Costa Rica	467	Faroe Islands	26	Tunisia	209	Gabon	30	Korea (North)	8	Niue	45
Cuba	264	France	4187	UAE	2307	Guinea Bissau		Korea (South)	366	New Zealand	1236
Dominica	86	Iceland	285	Syria	101	Kenya	786	Kazakhstan	50	French Polynesia	72
Dominican Republic	176	Italy	6372	Yemen	213	Ghana	83	Laos	23	Pitcairn	3
Ecuador	291	Georgia	164			Gambia	42	Sri Lanka	608	Palau	30
Falkland Isl	14	Greenland	68			Equatorial Guinea	5	Myanmar	933	Solomon Islands	37
Grenada	45	Greece	1038			Comoros	2	Mongolia	84	Papua New Guinea	51
French Guiana	12	Croatia	320			Liberia	3	Macau	279	Samoa	159
Guinea	18	Hungary	842			Lesotho	17	Maldives	563	Tokelau	1
Guadeloupe	12	Ireland	931			Madagascar	81	Malaysia	4494	Tonga	39
Guyana	18	Liechtenstein	35			Mali	168	Nepal	548	Tuvalu	75
Honduras	24	Lithuania	167			Mauritania	9	Philippines	446	Vanuatu	206
Haiti	56	Luxembourg	138			Mauritius	338	Pakistan	227		
Saint Kitts and Nevis	30	Latvia	183			Malawi	53	Singapore	1911		
Jamaica	356	Monaco	155			Mozambique	78	Thailand	2736		
Cayman Islands	108	Moldova	57			Namibia	255	Tajikistan	3		
Saint Lucia	174	Macedonia	62			Niger	1	Turkmenistan	15		
Martinique	33	Malta	441			Nigeria	53	East Timor	8		
Montserrat	15	Netherlands	1312			Reunion	21	Taiwan	374		
Mexico	2128	Norway	860			Rwanda	42	Uzbekistan	32		
		Poland	914			Seychelles	170	Vietnam	287		
		Portugal	1625					ASEAN	10		

Nicaragua	87	Romania	425	Sudan	24	
Panama	176	Russia	1034	St. Helena	18	
Peru	553	Sweden	975	Sierra Leone	9	
Puerto Rico	339	Slovenia	398	Senegal	66	
Paraguay	89	Slovak Republic	219	Somalia	2	
Surinam	12	San Marino	8	Togo	20	
Sao Tome & Principe	40	Switzerland	3500	Tanzania	465	
El Salvador	75	Turkey	1620	Uganda	191	
Turks & Caicos Islands	67	Ukraine	300	South Africa	3434	
Trinidad & Tibago	84	United Kingdom (UK)	6879	Zambia	131	
USA*	69943	Vatican	26	Zimbabwe	498	
Uruguay	250	EUROPE(eu)	775			
Saint Vincent & The Grenadines	72					
Venezuela	173					
Virgin Islands British	214					
Virgin Islands US	267					
International	193					
AERO	543					
INFO	255					
TRAVEL	336					
EDU	1381					
ORG	5026					
GOV	6822					
	106,007	59,226	7,888	7,728	23.811	8,189

eTN German language edition					
Austria	Germany	Liechtenstein	Switzerland	other countries	
1,857	13,498	35	3,500	255	
German language edition total reader count 19,145					
Journalists interested in travel & tourism news: Wire services, daily newspapers, weekly papers, magazines, TV, radio, freelance					
USA/ Canada Global	Central & South America	Europe	Middle East/ Gulf	Asia	Australia/ Pacific
9,028	276	5,834	587	1,110	678
Total journalists receiving ForImmediateRelease: 17,513					

Journalists 17,513	Age	PerCentage
PR Agencies: 10,014	18-24	11%
Hotel & Resorts: 25,305	25-34	22%
Government & tourism boards: 8,545	35-44	31%
Airline & Cruise lines: 9,011	45-54	14%
Selling trade (travel agents & tour operators: 161,616	55-64	10%
MICE Industry: 34,812	65 and above	12%
Senior Management: 30,119	41% female 59% male	
Students & Universities: 2,118		
eTN Global Readers 230,362		

MONTHLY STATISTICS WEB VISITORS

Page Views all sites **2,700,000**
 from the eTN newsletter (trade): 10,22%
 Search engines: 42.58 % (Google / Yahoo/ AOL/ MSN)
 News Partners Google News, CNN International and a number of publications around the globe: 30,98%
 Strategic partners like UNWTO, IIPT, WTTC, ASTA. Reed, TTG and many more: 9.58%
 direct : 6.64% (feed, direct URL input)

SUBSCRIBER WEB VISITS

Average time	8 minutes
Days of week web visitors	
Monday	15%
Tuesday	16%
Wednesday	19%
Thursday	24%
Friday	17%
Weekend	9%

Partners

<p>World Tourism Organization World Travel & Tourism Council World Travel Market London (WTM) Reed Exhibitions ITB Berlin & Singapore ATTWE Beirut, CNN Task Group Fashion TV RR TV TravelTalkMedia TTG Asia, Italy and Poland IMEX Frankfurt and USA Adventure in Travel Expo New York Times Travel Show Travel Extra Istanbul Route New York Luxury Show PATA ASTA SKALI nternational International Council of Tourism Partners International Institute for Peace Through Tourism Hong Kong Tourism Board Israel Ministry of Tourism Iran Tour Operator Association Bermuda Tourism Ministry of Culture & Tourism Indonesia New Mexico Tourism Department Chicago & Illinois Tourist Office Caribbean Tourism Organization California Travel & Tourism Commission Big Island Hawaii (HVCB)</p>	<p>Maison France Martinique Costa Rica Tourism Supreme Commission of Tourism Saudi Arabia Air TranAir Thai Airways International Namibia Airlines Ethiopian Airlines IsrailMidwest Airlines Royal Jordanian Airlines Eurail Edelman PR Millennium Hotels & Resorts Federal Hotels Dusit Hotels Starwood Hotels & Resorts Meritus Hotels Alia Hotels Kempinski Hotels Iberostar Hotels & Resorts Maupintour Avanti Destinations Vacations for Less Tourcrafters Ethical Traveler Holiday Inn Berlin Online Agency Vinet Global Last Minute Direct China Consulting on Tourism Action Thrifty Car Rental Dollar Car Renta National Car Rental Jordan Tourism Board Sri Lanka Tourism Board ACCESS Fares USAID Marriott Hotel ACCOR Maldives Tourism Board City of Zagreb Tourism Seychelles Tourism</p>	<p>ANA Hotels Japan Chapyopark Hotel Bangkok Jetair Kerala Tourism Board Rajasthan Chief Minister of Tourism Commonwealth Tourism Organization Nigeria Tourism Board Carnival Abuja Gabon Tourism Libya Minister of Tours Kenya Airways Brunei Tourism</p>
--	---	--

Social Media



What's the BUZZ on YOU?

Wouldn't you want possibly millions of potential customers, both trade and consumers, as well as journalists, to be buzzing about you?

Our new partnerships and connections with CNN International, Google Search, Google Keyword Newsletters, Fashion TV, Travel Talk Media, the eTurboNews travel publications, Hotel Resort Insider, Travel Mole along with new tools such as unique social media concept together with Twitter and Facebook make it possible.

Getting people to talk about your products doesn't have to be complicated. With eTN, the process is very simple. Let's agree on a budget – and we will make people talk about your destination, your business, etc.

We're not talking about doing an article about you and circulating it. Of course, this would be one possible element, but beyond that, we are talking about guiding readers in a smart way to become aware about your company and products. Let us put you on the lips and minds of our chatters, journalists, and marketing experts.

By the way, all our news articles, paid media releases and advertising send outs are immediately posted to our twitter, Facebook, and other social media outlets.

STEP 1

We do the story in cooperation with your PR team.

research, interview - our editorial team works on a series of stories relevant to your destination, or your company.
OR you send us a finished story or media release .

STEP 2:

Positioning: We publish your story or a series of stories.

eTN publishes a series of catchy stories on eturbonews.com and travelindustrydeals.com
Readers can post comments

Sample Stories eTurboNews recently published for clients

Tourism Authority of Thailand: [Thailand as seen through the eyes of a 9-year-old girl](#)

Uniglobe Travel: [Business Travel and the Power of Partnerships](#)

ACCOR Asia: [Accor Asia Pacific: "Crisis? What a crisis?"](#)

ETOA (European Tourism Association): [Olympics is a tourism problem](#)

IMEX: [IMEX Association Day takes shape for 2010](#)

Luxury Link: [Luxury Link's Bob Bennett promoted to chief operating officer](#)

Corinthia Hotels: [Corinthia Hotel Lisbon inaugurates state-of-the-art Malo Spa](#)

UNWTO (World Tourism Organization) [UNWTO: tourism leaders call for supportive global policies](#)

TUI: [TUI banks on Boeing to cut its carbon](#)

WTM (World Travel Market) [British Airways cabin crew stuck in aviation's era of glamour](#)

AMAEDUS WATERWAYS: [AMAWATERWAYS "Winter Heartland" cruise expanded to include magical New Year's Eve in Paris](#)

ITB Berlin: [ITB Berlin Convention 2010: leading think tank of the global travel industry](#)

ASTA: [ASTA praises House action to accelerate credit card reforms](#)

Supreme Commission of Tourism Saudi Arabia: [Revenues of Saudi summer festivals: SR 1 billion](#)
WTTC: (World Travel and Tourism Council) [Beijing to host 10th Global Travel & Tourism Summit](#)
Bahrain Convention Center: [Key 2009 events at Bahrain expo attract 280,000 visitors](#)
Cape Town Tourism: [Cape Town awarded seven Blue Flag beach awards](#)
Poly University Hong Kong: [PolyU School of Hotel & Tourism Management's world leadership position strengthened](#)
Jordan Tourism Board: [2009 Jordan Rally: FIA Middle East Rally Championship, Round 7](#)
American Tourism Society: [The American Tourism Society gathers at Mecklenburg-Vorpommern, Germany](#)

Step 3:

We get potentially millions reading your story or stories over time

Your story submitted to major search engines
Your story submitted to Google Keyword News distributed by Google keyword newsletters to potential millions. ([click here to see what eTN stories are currently included](#))

Step 4:

We get travel industry professionals to read your story or stories

Your story included on the eTurboNews partner e-mail newsletter.
e-mailed to 235,000 travel industry professionals
[Click here for a sample eTN partner newsletter](#)

Step 5:

We get journalists to write about you

Your story (if appropriate) uploaded to forimmediaterelease.net
Your story pitched as a story idea to ten-thousands of journalists and publications around the globe interested in travel and tourism news.

Sample Stories eTurboNews recently pitched to journalists on forimmediaterelease.net

Melia Luxembourg Hotel: [Meliá Luxembourg, the most recent European jewel in the Sol Meliá crown, presented to the city](#)
UNWTO (World Tourism Organization) [UNWTO: tourism leaders call for supportive global policies](#)
WTTC: (World Travel & Tourism Council): [WTTC maintains the longer-term outlook for travel and tourism is still bright](#)
Reed Travel Exhibition: [EIBTM and RTE back call for new meeting management discipline](#)

Step 6:

We get potentially millions discussing you on the social media

TWITTER: Your story posted to our global TWITTER network :
Let us talk about you: 140 characters at a time and network with TWITTER users around the globe.
How much talk? It's up to your budget - one tweet at a time.
FACEBOOK: Your story included on our FACEBOOK page.
YOUTUBE: Embedded in your stories whenever possible.
POTENTIAL: Smart networking for millions

Step 7

Long term effect

Your click - through banner glued to your story. (Short term and medium effect)
Your click - through banner archived with your story for years to come (Long term effect)
Your story and banner searchable on Google and other networks for years to come.

Step 8

How much does it cost ?

The BIGGEST surprise? The cost. Usually, campaigns involve spending thousands, if not millions, of dollars to create an impact like this. With eTN, a campaign could cost a mere \$300 - \$2250 Put this new product to test and we guarantee that people will be buzzing about you.

Wire Service and Media Release distribution

ForImmediateRelease.Net

eTN Rush



eTN welcomes advertorial releases for our paid options!

Journalists needing assistance may post complimentary alerts to be seen and emailed to more than 25,000 PR professionals.

PR professionals wanting to pitch story ideas or media releases to be seen by more than 17,000 journalists interested in travel & tourism issues may use our Forimmediaterelease.net services.

Our general rule: Media release distribution is our business, and we get results for you and your clients. Please consider our paid options with rates starting from \$50.00

Stats are included. Need help writing, need help with an interview. Our reporters stand by to help. Our standard rate for writing your article: \$250.00

What's the buzz on you? With our paid options including our social media network, we can create the buzz on you. With eTN Buzz, you can possibly reach millions of potential customers, both trade and consumers, as well as journalists.

Deals of the week, publisher's recommendation, banners, web-links, text-links and your own html e-mail blasts.

Reach Media	Option	one time	monthly unlimited	quarterly unlimited	yearly unlimited
forimmediate release.net journalist portal ...more information	web portal posting	\$50	\$150	\$300	\$900
	PLUS summary e-mail	\$150 free for journalists	\$450	\$900	\$2700
	PLUS private e-mail	\$350	\$1050	\$2100	\$6300

Reach Trade & consumers	Option	one time	monthly unlimited	quarterly unlimited	yearly unlimited
eTurboNews & partner portals trade & consumers search engines, Google, EIN newsfeeds, syndicated partner news ...more information	web portal posting	\$150	\$450	\$900	\$2700
	PLUS included as story on the eTN newsletter	\$450	\$1350	\$2700	\$8100
	PLUS story as on your private eTN newsletter	\$1250	\$3750	\$7500	\$22500

RECOMMENDED COMBINATION	Option	one time	monthly unlimited	quarterly unlimited	yearly unlimited
forimmediate release.net and eTurboNews Recommended Combination to reach journalists, trade & consumers (details above) special combination rates	UNLIMITED USAGE web portal posting PLUS eTN Rush newsletter story and journalist summary	\$500	\$1500	\$3000	\$9000
	LOW USAGE same as above, but not more than 2 releases a month	\$500	\$750	\$1500	\$4500
MOST PROMINENT Your own private distribution	UNLIMITED USAGE Private eTN Buzz edition send out to cover eTN Readers and journalists	\$1500	\$4000	\$8000	\$24000

All releases are subject to editorial review. eTN accepts advertorial content for our paid services. eTN may refuse to post releases that are advertising services without news content, repeat postings, and stories we don't consider news. We will not post releases that we don't consider to be true and correct, discriminatory or offensive. No repeat postings please. Unlimited means a reasonable number of unique and news worthy stories.

Business Travel Radio interview

Audio edition, Radio	Option	one time	monthly unlimited	quarterly unlimited	yearly unlimited
Businesstravel Radio interview and eTurboNews -	interview, web posting, included in newsletters	\$1350	NA	NA	NA
	PLUS private talk news edition	\$2100	NA	NA	NA

Additional services with your Media release posting

Article banner & links	Option	one time	monthly unlimited	quarterly unlimited	yearly unlimited
eTurbonews & partner portals	468x60 banner posted and archived with article	\$125	\$375	\$750	\$2250
	text hyper-links or you tube hyper links within your article	\$50	\$150	\$300	\$900

Travel-Telegram and eTN Buzz e-mail blast

eTN Buzz

- A short message. linked to an article on eTurboNews, or a stand alone one paragraph message with link to your own URL
- Readers can easily understand and see your message when looking on their computer screen, BlackBerry or i-Phone
- Your message appears to be in the same known "news" format as eTN Rush
- You select your own subject line
- Archived for at least one year.
- Sorry - no graphics, logos.
- Your message can be shared on the eTurboNews social media network, and posted to Twitter, Facebook, LinkedIn
- [Your buzz message](#) e-mailed to up to 235,000 travel industry professionals, journalists, PR professionals, tourism executives- you select the audience



eTN Travel-Telegram is a highly unique, one of a kind paid for service of individual commercial messages delivered via email directly to eTN Travel-Telegram's exclusive database of more than 225,000.

An opt in group of eTurboNews subscribers who have requested commercial information from our advertisers, eTN Travel-Telegram guarantees you direct access to those industry executives and decision makers who have especially requested these communications.

Since you choose the exact day and time your message is delivered, it will be immediate, timely and vital.

- Deliver your message to **eTN Travel-Telegram's** entire database of global travel industry professionals, or refine and define your target by geographic region or professional sector.
- Choose the exact date and time for delivery.
- Your campaign is archived for one year
- Your messages can be forwarded .
- Our regular delivery allows to capture and establish your own database of **eTN Travel-Telegram** subscribers who: opens your ads , who forwards your news articles , who clicks on links in your articles or on links provided in your ad campaigns .
- Include photos, logos, select styles and scripts. This could be in form of a newsletter or advertisement, or article.
- Your subject line and link will be included on the eTurboNews social media pages, including Twitter, Facebook, LinkedIn

New ! Buzz or Telegram format- you decide!

your e-mail advertising short message or html campaign, newsletter or story distribution to the travel industry.

IF the design, pictures and layout is most important to you, please use our established travel-telegram html layout

- IF your message is simple, and you are concerned about delivery: Our simple text only eTN Buzz format doesn't look like an advertisement. It's in article form, and you should expect a higher opening. No downloading pictures – message is in plain formatted text.

Most delivery methods are built on BULK mail and speed. This triggers common spam filters and ISP blocking systems for e-mails showing pictures, scripts and other enhanced tools, so your campaign may end up in the email recipient's junk folder or may not be delivered at all.

And since, only one percent of recipients scour their junk folder, we have come up with this program to maximize your exposure. It is guaranteed to increase inquiries exponentially. With our new eTN Buzz guarantee, you can expect up to twice the inquiries than what you would normally get with a fancy looking e-mail!

Campaign (IP's were not on any spam black list)	Inbox	Bulk	Spam/ Missing
eTN Rush newsletter	69%	17%	14%
eTN Buzz e-mail campaign	52%	37%	11%
Travel-Telegram html campaign	31%	21%	48%
So called opt in e-mail html campaigns by e-mail marketing companies not having an established news media subscriber database.	4%	18%	72%

Number of e-mail blasts	Complete Global list	North America selling trade	Global selling trade	MICE	PR or Hotel
single send out	\$2000	\$750	\$1500	\$800	\$375
one per month renewed monthly	\$1750	\$650	\$1300	\$700	\$325
two per month billed monthly	\$3000	\$1200	\$2400	\$1300	\$600
one weekly billed monthly	\$5000	\$2000	\$4000	\$2100	\$1000
twice a week billed monthly	\$7500	\$3000	\$6000	\$3300	\$1500
4 prepaid to be used within a year	\$6000	\$2250	\$4500	\$2400	\$1250
12 prepaid to be used within a year	\$12000	\$4500	\$9000	\$4800	\$2500
36 prepaid to be used within a year	\$24000	\$9000	\$18000	\$9600	\$5000

Sponsor eTN Rush editions

Text-link on the eTN Rush edition

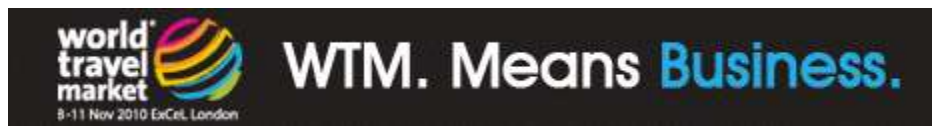
- The eTN Rush edition only publishes five articles. Two sponsor messages are replacing the top article spot on the eTN Rush edition.
- eTN Rush editions are e-mailed to all 230,000 eTN reader.
- Link your sponsor text message to your website.

Newsletter sponsorship message					
eTurboNews	Option	1 edition	10 editions	100 editions	1000 editions
Sponsor Link on the eTN Rush edition, changes ok	hyper linked text	\$250	\$1950	\$10000	\$50000

Ads and Banners on eTurboNews web-portals

Textlink or Banner on the eTurboNews .com web portal

- Prominent text-link or banner on the eTurboNews.com home page (right hand).
- This text link or banner will be on every single article page. (right hand)
- Link to your website or any URL



Banner placed on eTN articles

- Place your 468x60 pixel banner on any of our articles.
- This banner will be visible whenever the article is pulled up.
- The banner will be archived as part of the article and has a long value. Many articles are clicked on many months after they were first published.
- Link the banner to your website or any URL

- Cost \$100.00 per banner/ article, special rates apply for your own articles.

Keyword text links on articles

- We can link certain words in articles to your website or URL
- Cost \$50.00 per word link
- This is effective long term and may increase your website rating.

Deals of the Week posting on the eTurboNews web portal

- Everyone visiting the eTurboNews website (consumers, trade, journalist) will prominently see the Deal of the Week box
- Everyone reading any article on eTurboNews will prominently see the Deal of the Week box.
- Potential traffic: Millions
- Include your logo and a short word to link to your website with your deal of the week
- Weekly rate \$ 195 Monthly \$595 quarterly \$1495

Banners on the eTurboNews or affiliated web-portal

- Place your banner on the eTurboNews.com , TravelIndustryDeals.com , Forimmediaterelease.net, travelwirenews.com, travelindustryreview.com , hawaiiassociation.com, romance.travel, worldtourismdirectory.com, business-travel.de, eturbonews.cn, eturbonews.eu, laenderkontakte.de , traveltalkmedia.com, traveltalkradio.com and other web portals affiliated with eTN
- Our web portals are linked from other partner news portals, including CNN International, Google News, UNWTO, WTTC, Reed Expo, ITB, ASTA, many tourism boards - just to name some.
- Potential traffic: up to 1,2 million individual visitors every month, 89% consumers, 10% trade and journalists
- Only pay for exposure, calculated by 1000 hit segments per banner. Rates between \$ 5.00 - \$17 per thousand views. Contact eTN for more information.

eTurboNews	Option	1	10	100	1000
Homepage banner		1 week	1 month	3 months	1 year
Banner on top of the eTN Homepage and all article pages, changes ok	468x60 banner	\$1350	\$4050	\$8100	\$24300
Publisher's Recommendation		1 week	1 month	3 months	1 year
Publisher's recommendation on the eTN Homepage and all article pages, changes ok	hyper linked text	\$250	\$750	\$1500	\$4500
Deals of the week		1 week	1 month	3 months	1 year
Posted on the eTN homepage and all article pages , changes ok	hyper linked text and logo	\$200	\$600	\$1200	\$3600

Road Shows



The aim is to introduce your destination and/or your business to travel agents, tour operators and to the media in significant secondary U.S. outbound markets.

Our inaugural calendar will focus on cities in non-coastal Western States and Germany. Similar events in major cities like Los Angeles, San Francisco or New York will always compete with other "more important events." Agents in major cities are invited to a lot of similar opportunities constantly. For agents in smaller cities, such an event is a unique opportunity and would never compete with other events. We're targeting smaller, but highly lucrative cities that assures top and interested audience with senior level participation.

Our strategy is to combine and introduce a number of non-competing destinations at each event. They each attract a different type of client, which will subsequently double the attention for each destination. We believe the media in the secondary cities will give more attention to events wherein they can learn about new destinations and get the latest buzz on traditional markets.

eTN, with its powerful reach and indefatigable reputation, is teaming up with tourism boards, hotels & resorts, airlines, CVB's around the world to make sure this program meets its goals. Would you want to be included?

With this program, you have the option to select as many cities you want to target. However, be aware that we limit the number of destinations we can represent per event.

To attend in person or not to attend in person?

You are always invited to attend in person, but if not . . .

We will introduce your destination and entity to our audience and engage in one-on-one discussions.

We will include your information when talking to the local media during our press conference.

You may produce a summary information sheet to be given to journalists and agents. Video and audio presentation can be shown during the event.

We will collect and share with you business contacts, including names, addresses, e-mails, phone contacts and specific concerns.

Our team

Sandy Dhuyvetter, a world known TV/radio personality, will be producing a video/audio to introduce you to the audience, even if you cannot attend in person.

The Cost

Starting from \$500.

Go to www.eturbonewsgroup.com/roadshow for available dates.