



2012

THOR HOTEL MARKETING OPTIONS

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THOR ADVANTAGE

THOR Advantage is THOR's monthly print and email publication sent to over 4,000 member travel agents. THOR Advantage has won many awards including the BMA Colorado Gold Key Award, the IABC Bronze Quill Award, the GDUSA American Inhouse Design Award and the HSMIAI Adrian Award. The newsletter provides travel editorial for each month's theme, highlights special hotel and vendor promotions, and is archived on our Web site - giving your hotel maximum exposure for your money.

AD RATES

AD TYPE	PRINT-READY	CREATED BY THOR*
Front Cover	N/A	\$3,000
Back Cover	\$1,300	\$1750
2 Page Advertorial	\$2,750	\$3,550
Full Page	\$1,750	\$2,325
Half Page	\$1,100	\$1,475
Third Page Vertical	\$600	\$850
Hotel Quick Sell	\$375	\$400

Price listed is per ad

*OPTIONAL: CREATED BY THOR

THOR has an in-house graphic designer that can build any ad for you at a nominal fee. Included in the price are two sample designs, an electronic proof and one revision.

CIRCULATION/READERSHIP

4,000/11,750 travel agents per month

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THOR ADVANTAGE EDITORIAL CALENDAR

MONTH	THEME	AD DUE DATE	MAIL DATE
January	Sports Tourism	November 21	December 15
February	Business Travel	December 20	January 15
March	Social Media Marketing	January 20	February 15
April	Voluntourism	February 20	March 15
May	New Experiences	March 20	April 15
June	Health Nut	April 20	May 17
July	Divine Luxury	May 21	June 15
August	Executive Travel	June 20	July 15
September	Solo Adventurer	July 20	August 16
October	Building Loyalty	August 20	September 15
November	The Wow Factor	September 20	October 15
December	The Bucket List	October 22	November 15

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HOTEL NOTES

Hotel Notes is THOR's weekly broadcast email sent to over 1,500 member travel agents. This is an opt-in email, meaning that travel agents sign-up to receive one issue per week - every Tuesday and Wednesday. Hotel Notes is the most popular way to promote distressed inventory or short-term incentives.

AD RATES

AD TYPE	PRINT-READY	CREATED BY THOR*
Limited Service Ad ¹	\$500	\$550
Standard Ad ¹	\$775	\$825
Exclusive Ad	\$2,900	\$ 3,100
Your own full page special edition sent out on Wednesdays		

¹Preferred placement for Limited Service Ads and Standard Ads is available for an additional \$99

Price listed is per ad

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READERSHIP

1,500 travel agents per week

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WEB SITE

Web site advertising on www.THORtravelservices.com provides hotels with a full month of ad hits and click-throughs. On average, 88% of THOR's Web site traffic comes from member travel agents. The THOR *Hotel Navigator*, THOR's online hotel search engine, gives you the perfect opportunity to connect with THOR member travel agents who are using the THOR *Hotel Navigator* to locate hotels for their clients.

AD RATES

AD TYPE	PRINT-READY	CREATED BY THOR*
Banner Ad (<i>monthly</i>)	\$950	\$1,100
Partner Page (<i>yearly</i>)	\$750	\$850
Hotel details PDF flyer		
Hotel Tour (<i>yearly</i>)	\$550	\$750
SideBar Banner Ad (<i>quarterly</i>)	\$750	\$850

Price listed is per ad

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SITE VISITS

5,000 travel agents per month

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WEBINARS ON DEMAND

THOR educational webinars provide you with a unique opportunity to present your hotel in detail to our THOR member travel agents. We have the technology to record and post your webinar on THOR's Web site, or to simply post a link to your pre-recorded webinar on THOR's Web site if you've already created a webinar you'd like to share.

WEBINAR RATES

WEBINAR TYPE	PRICE PER WEBINAR
Provided to THOR	\$750 (<i>yearly</i>)
Recorded by THOR	\$1,200 (<i>yearly</i>)
Sponsor a THOR Webinar	\$450 soft dollars plus \$250 marketing

VIDEO/YOUTUBE

With the increasing use of social media in our society, be sure you get the most exposure for your online video or YouTube video. We offer you increased exposure for your existing video both by hosting it live and providing a link on THOR's Web site.

VIDEO RATES

VIDEO TYPE	PRICE PER AD
Hosted Video	\$750 (<i>yearly</i>)

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2012-2013 TAO - TRAVEL AGENTS ONLY

Do you have a travel agent loyalty program, offer travel agent rates or FAMs? Would you like a way to increase participation? THOR has created a new way to communicate your travel agent benefits to our member travel agencies.

Tao translates as the 'way' or 'path' and our TAO publication is your way to create awareness around your travel agency programs. TAO is THOR's full-size feature publication for use by our member Travel Agents Only (TAO)!

This publication will inform THOR member travel agents how to enroll in your loyalty program, how to earn points, earn additional points or gifts through contests, and what programs are available just for the travel agent; such as a FAM trip or travel agent rates. We will be printing this reference guide just one-time a year and then archiving the edition digitally so our travel agents can access it on THOR's members-only password-protected Web site for the 2012 year. This is your opportunity to communicate to over 3,000 travel agents what the benefits are of participating in your travel agent and consumer loyalty programs.

AD RATES

AD TYPE	PRINT-READY	CREATED BY THOR*
Back Cover	\$1,900	\$2,350
Full Page	\$1,750	\$2,325
Half Page	\$1,100	\$1,475

Price listed is per ad

CIRCULATION

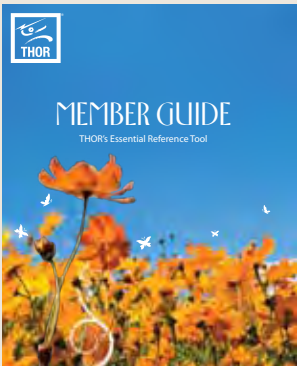
3,000 travel agents per year

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2012 THOR MEMBER GUIDE

The THOR Member Guide is a quick and easy-to-use reference tool for members of the THOR *Worldwide Hotel Program*. THOR travel agents will use this Member Guide for quick access to hotel chain codes, GDS formats, hotel help desk numbers, THOR help desk numbers, reference information and more. Your ad will remain in front of the travel agent throughout the year as they flip through its pages for information on booking your hotel.

- Exposure to over 3,000 THOR travel agencies and distribution channels
- Available for member travel agents to receive more free printed copies upon request
- Available for member travel agents to view an online PDF version through THOR's password-protected Web site throughout the entire 2012 year
- Great branding opportunity for your hotel chain all year long
- Limited ad space, so your hotel's brand ad will not be missed

AD RATES

AD TYPE	PRINT-READY	CREATED BY THOR*
Back Cover	\$3,500	\$4,550
Inside Front Cover	\$2,500	\$3,075
Inside Back Cover	\$2,500	\$3,075
Full Page	\$1,750	\$2,325

Price listed is per ad

CIRCULATION

3,000 travel agents per year

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THOR ACCESS SERIES

THOR Access Series events provide great opportunities for hotel partners to meet and educate THOR member travel agents in brand awareness and have direct contact with key travel agency decision makers. THOR's format allows its member travel agents to learn more about the resources available to them through THOR's *Worldwide Hotel Program* and its various suppliers and to cultivate personal relationships.

<u>SPONSORSHIP LEVEL</u>	<u>PRICE</u>
Basic	\$3,500
Premier	\$5,000

THOR MEET & GREET

THOR Meet & Greet events provide great opportunities for hotel partners to meet and educate THOR member travel agents in brand awareness and offer property tours in choice cities.

<u>SPONSORSHIP LEVEL</u>	<u>PRICE</u>
Premier	\$1,200

TRAVEL AGENCY SURVEYS

THOR creates travel agency surveys throughout the year to gather important and relevant information from its travel agency members, and now you can get information too! THOR will be offering sponsorship opportunities for its hotel partners to co-brand travel agency surveys done by THOR. Further information regarding THOR agency survey sponsorships can be attained by contacting your THOR hotel account manager.

<u>SPONSORSHIP LEVEL</u>	<u>PRICE</u>
Premier	\$500 soft dollars plus \$550 marketing