

FALL 2017

See Texas First Canadian Integrated Insert

Brought to you by Texas Travel Industry Association
and Madden Media

Reach Canadian Travelers As They Plan Their Winter Escape

This Texas Travel Industry Association-authorized program is brand new for 2017, reimagined based on feedback from numerous, long-term partners of Madden Media. We have developed this Canadian-specific program to promote the benefits of a Texas vacation to Canadian travelers.

What We Offer to Partners:

- 47,000 circulation in *WestJet Magazine's* North American routes
- Custom developed microsite
- VacationFun.com landing page, full sweepstakes management, and eBlasts to support the sweepstakes
- Facebook Ads that create awareness and send traffic to the microsite

WestJet Magazine Readers

WestJet Magazine provides an exciting opportunity to capture over 1 million readers. With each aircraft's unique seat design, this magazine is featured up front and center view – and not in the typical seatback placement. With Toronto and Calgary being two of the largest hubs, plus a recently added London flight, this is a great opportunity to focus your message and get those savvy travelers to your destination.

Deadlines

Insert Date: September 1

Ad Close: May 19

Materials Deadline: May 26

Markets

Markets & insertion dates subject to change.

WestJet Magazine

Total Circulation: 47,000

Targeted Distribution:
1.4 million+ readers

AD SIZES/RATES

Size	Gross	Net
Full	\$25,437	\$21,622
1/2	\$13,355	\$11,351
1/4	\$6,995	\$5,946
1/8	\$3,657	\$3,108
iBrochure	\$1,729	\$1,470

4-MONTH MULTIMEDIA CAMPAIGN

Method	Circulation/ Impressions	Date
<i>WestJet</i> Insert	47,000	Sept. 1, 2017
Facebook Ads	977,100+	Run of campaign
VacationFun.com eBlasts	117,800+	Run of campaign
Lead Delivery Goal	2,000 per advertiser	Run of campaign



INFORMATION IS SUBJECT TO CHANGE.

To secure your placement,
PLEASE CONTACT:



Daryl Whitworth, CTE
Regional Account Manager
940-665-1339
940-372-3933 (MOBILE)
dwhitworth@maddenmedia.com

FOR MATERIALS SPECIFICATIONS
PLEASE CONTACT:
800-444-8768 / 520-322-0895
ACCOUNT PROJECT COORDINATORS
MATERIALS@MADDENMEDIA.COM



maddenmedia
connecting people to places

11/03/2016