

2012 MEDIA KIT

To learn how Odyssey Media Group can assist you with your editorial and advertising strategy, contact:

Colin J. Holden, Publisher & Managing Editor

Global Head Office: Vancouver, Canada

Tel: (604) 543-7375 E-Mail: colin@odysseymediagroup.com

eNewsletters

NEWSBRIEFS

Websites

Odyssey Media Group Hub

Asia Pacific News

Canada News *(from April 2012)*

Central & South America News

Europe, Middle East & Africa News

North America News

Editorial Guarantee Program

Odyssey 360

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NEWSBRIEFS

- NEWSbriefs provides comprehensive news coverage of business travel / meetings , incentives, conventions & events globally.
- NEWSbriefs is the ideal editorial news environment in which to strategically place your advertising and promotional marketing messages.
- NEWSbriefs is distributed to 18,000+ Odyssey Media Group subscribers globally (65% of subscribers are located in North America).
- NEWSbriefs offers 3 advertisement size options.
- NEWSbriefs is published 25 times per year in .html format

See full publishing schedule and deadlines on page 5

NEWSbriefs Subscribers By Job Description

Business Travel Managers	1,976
Business Travel Administrators	2,254
Business Travel Secretaries	1,902
M.I.C.E. Planners	1,471
M.I.C.E. Buyers	1,007
Business Travel Trade Professionals	3,622
Public Relations Professionals	578
Business Travel Media	208
Business Travellers	5,265
<i>CEO's; Presidents; Vice-Presidents; Directors; Executives; General Managers; Managers; etc</i>	
	18,283

FULL SIZE BOX ADVERTISEMENT 300 x 250 pixels

- 1-6 issues - \$3500 USD per issue
- 7-12 issues - \$3300 USD per issue
- 13-24 issues - \$3100 USD per issue

MEDIUM HORIZONTAL BOX ADVERTISEMENT 300 x 125pixels

- 1-6 issues - \$2300 USD per issue
- 7-12 issues - \$2150 USD per issue
- 13-24 issues - \$2000 USD per issue

NEWSbriefs Subscribers By Company Location

Asia Pacific	1,742
Europe, Middle East & Africa	3,206
North America	12,511
Central & South America	358
Other & Unknown	466
	18,283

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Odyssey Media Group Website

- The Odyssey Media Group Website includes a hub-site and five regional micro-sites
- The Odyssey Media Group Website currently archives 44,000+ news items
- The Odyssey Media Group Website attracts approximately 8 million page visitors per year
- The Odyssey Media Group Website offers 3 advertisement sizes. Each advertisement will appear on all news item pages throughout the website (there were 44,323 pages as of November 30, 2011)

www.odysseymediagroup.com

Hub website which includes five regional/global micro-sites
Approximately 8 million page visitors annually
44,323 news items archived (as of November 30, 2011)

Asia Pacific News

2,367,996 page visitors annually
12,911 news items archived (as of November 30, 2011)

Canada News (To be introduced in April 2012)

TBA page visitors annually
TBA news items archived (N/A as of November 30, 2011)

Central & South America News

903,576 page visitors annually
1,951 news items archived (as of November 30, 2011)

Europe, Middles East & Africa News

2,172,348 page visitors annually
12,875 news items archived (as of November 30, 2011)

North America News (U.S. & Mexico)

2,642,568 page visitors annually
16,586 news items archived (as of November 30, 2011)

FULL SIZE BOX ADVERTISEMENT 300 x 250 pixels

1 to 4 months - \$4200 USD per month
5 to 8 months - \$3900 USD per month
9 to 12 months - \$3600 USD per month

MEDIUM HORIZONTAL BOX ADVERTISEMENT 300 x 125 pixels

1 to 4 months - \$2900 USD per month
5 to 8 months - \$2700 USD per month
9 to 12 months - \$2500 USD per month

STANDARD BANNER ADVERTISEMENT 468 x 60 pixels

1 to 4 months - \$3150 USD per month
5 to 8 months - \$2850 USD per month
9 to 12 months - \$2650 USD per month

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Odyssey 360

Editorial Guarantee Program

- Odyssey 360 provides guaranteed publication of your company news on Odyssey Media Group's websites
- News releases, product & service announcements, event participation, people announcements/appointments, white papers, etc..
- All relevant items will be published on one or more of our regional websites, including:
 - Asia Pacific News; Canada News; Central & South America News; Europe, Middle East & Africa News; and/or North America News
- All Odyssey 360 news items will first appear as current headlines on the website then be archived (all news items will be archived for a minimum three years)
- Each Odyssey 360 news item headline will be tweeted via Twitter

Annual Fee: \$4,950 USD

NEWSBRIEFS: Publishing Schedule & Deadlines

Jan 02 ...*Media Kit promo*

Jan 09 **NEWS**briefs ... deadline 5 days prior

Jan 23 **NEWS**briefs ... deadline 5 days prior

Feb 06 **NEWS**briefs ... deadline 5 days prior

Feb 20 **NEWS**briefs ... deadline 5 days prior

Mar 05 **NEWS**briefs ... deadline 5 days prior

Mar 19 **NEWS**briefs ... deadline 5 days prior

Apr 02 **NEWS**briefs ... deadline 5 days prior

Apr 16 **NEWS**briefs ... deadline 5 days prior

Apr 30 **NEWS**briefs ... deadline 5 days prior

May 14 **NEWS**briefs ... deadline 5 days prior

May 28 **NEWS**briefs ... deadline 5 days prior

Jun 11 **NEWS**briefs ... deadline 5 days prior

Jun 25 **NEWS**briefs ... deadline 5 days prior

July 09 **NEWS**briefs ... deadline 5 days prior

July 23 **NEWS**briefs ... deadline 5 days prior

Aug 06 **NEWS**briefs ... deadline 5 days prior

Aug 20 **NEWS**briefs ... deadline 5 days prior

Sep 03 **NEWS**briefs ... deadline 5 days prior

Sep 17 **NEWS**briefs ... deadline 5 days prior

Oct 01 **NEWS**briefs ... deadline 5 days prior

Oct 15 **NEWS**briefs ... deadline 5 days prior

Oct 29 **NEWS**briefs ... deadline 5 days prior

Nov 12 **NEWS**briefs ... deadline 5 days prior

Nov 26 **NEWS**briefs ... deadline 5 days prior

Dec 10 **NEWS**briefs ... deadline 5 days prior

Dec 24 ...*office closed*

Dec 31 ...*office closed*