



**ipw**<sup>®</sup>

POWERED BY U.S. TRAVEL ASSOCIATION

**SAN ANTONIO**

MAY 20-24, 2023

**NEW AND ENHANCED**

**IPW DAILY**

*Advertising Details*



# Reimagined Format. Enhanced Experience.

IPW Daily is the official digital publication for IPW and is an ideal platform for engaging IPW delegates from around the globe, driving traffic to your booth and building brand awareness. New for 2023, IPW Daily presents an improved digital-first format to deliver **optimal user experience**, taking your must-read content further. Featuring six total issues, IPW Daily is delivered to up to **11,000 travel professionals** including 1,300 international and domestic travel buyers and 500 international and domestic travel journalists.

- **FEATURE** editorial content highlighting what's new in your destination or organization.
- **DEVELOP** a custom-designed article with added visuals alongside our team.
- **FURTHER** your reach through displays ads or featured content opportunities.
- **LOCK IN** pricing starting as low as \$1,000.

## Coming Soon to a Device Near You

### How to Access

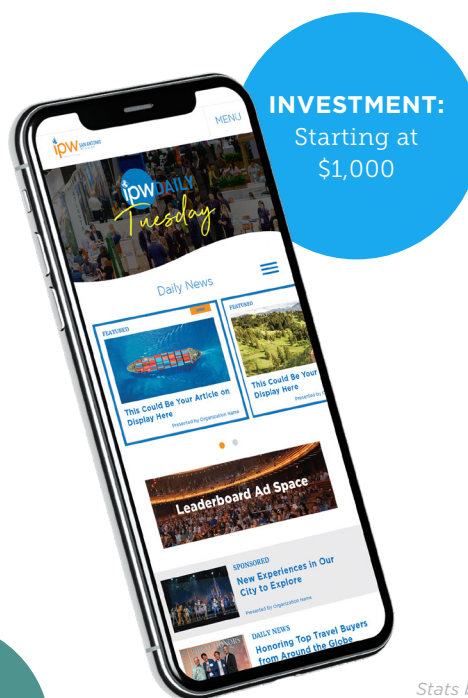
Each issue of the Daily will be accessed through [ipw.com](http://ipw.com) and can be viewed at any time following the publish date.

Content is displayed on three main landing pages—Daily News, Spotlight Stories and Trends, Policy & Insights—each of which hosts your paid advertisement or article.

### Why Advertise

The enhanced, mobile-friendly platform enables optimal legibility and allows for quick click throughs to your hosted content or advertisement. Flexible options with premium visibility opportunities offer ways to participate at every budget level.

The Daily is a must-read for all attendees, delivered right to their inbox each day.



Stats based on 2022 IPW Daily email interactions

**54%**  
Average  
Open Rate

**10.5%**  
Average Click  
Through Rate

### ARTICLE PAGE HEADER



# Opportunity Details



**Stand out front and center with a Featured Content spotlight.** Positioned at the top of every landing page in a given issue, this content achieves maximum exposure with a highlighted outline and just four advertisers rotating between two standout spaces. In addition, a spotlight of your article is included in the issue email distribution to ensure delegates see you first. *See pgs. 5-6 for visual.*

- Two Featured Content blocks appearing at the top of every landing page, showcasing a photo and teaser copy.
- Content blocks have highlighted borders for extra pop.
- Maximum four advertisers rotating through two blocks per issue.
- Spotlight of your article included in the issue email distribution linking directly to your article.
- Opportunity to work with our writers to develop a custom article.
- Include photos and videos within your article for additional engagement.
- Option to host your article on the IPW Daily site or to link out to your own content.



**Drive delegates to your destination article, website or video.** Featured on all landing pages of an issue, this content is lower on the page than featured content, but stands out from standard articles with a highlighted outline and designated blocks to ensure prime visibility. *See pgs. 5-6 for visual.*

- Three dedicated, integrated Sponsored Content blocks appearing on all landing pages—per issue.
- Content blocks have highlighted borders to stand out from unsponsored content.
- Maximum six advertisers rotating through three blocks per issue.
- Content block includes a photo with short descriptive copy and links to advertiser's URL or hosted video.



**Use creative ad messaging to drive delegates to your booth or website.** Prime positioning above the main content on each landing page of the issue provides excellent visual exposure. *See pgs. 5-7 for visual.*

- One Leaderboard Ad appearing on all main landing pages of the issue.
- Maximum three advertisers rotating through the issue.



**Capture the attention of delegates when they are already engaged and reading an article.** Achieve big visual presence with your Skyscraper Ad appearing on all article pages, excluding sponsored articles. *See pgs. 5-7 for visual.*

- One skyscraper ad appears on each non-sponsored article page in the issue of choice.
- Maximum three advertisers rotating through the issue.



## PRICING, AVAILABILITY AND SPECS

AD TYPE	RATE	# AVAILABLE (per issue)	GUIDELINES (pixels, width x height)
Featured Content	\$3,500	4	<b>Image Size:</b> 655x225 <b>Max. Article Word Count:</b> 400 words
Sponsored Content	\$2,500	6	<b>Image Size:</b> 690x435 <b>Max. Article Word Count:</b> 400 words
Leaderboard	\$1,500	3	<b>Image Size:</b> 1020x170
Skyscraper	\$1,000	3	<b>Image Size:</b> 320x640

**ACCEPTED FORMATS** .jpeg, .png, .gif

**IMAGES** 72 dpi

**IMAGE SIZE** 1 MB maximum

**VIDEOS** We cannot host raw video files; please provide a URL link (ex. YouTube, Vimeo).

## ISSUE DEADLINES

ISSUE	RELEASE DATE	FINAL MATERIALS DUE
<b>SPRING PREVIEW</b>	March 1	February 20
<b>WEEKEND</b>	May 20	May 1
<b>MONDAY-WEDNESDAY</b>	May 22-24	May 1
<b>FINALE</b>	June (TBD)	TBD

All files should be submitted via email to [ipwdailyads@ustravel.org](mailto:ipwdailyads@ustravel.org)



# A Taste of What's New

The IPW Daily refresh is well underway. While final developments are made and some variations may occur, the following sample mockup pages provide a baseline visualization of how the publication will bring your content to life.

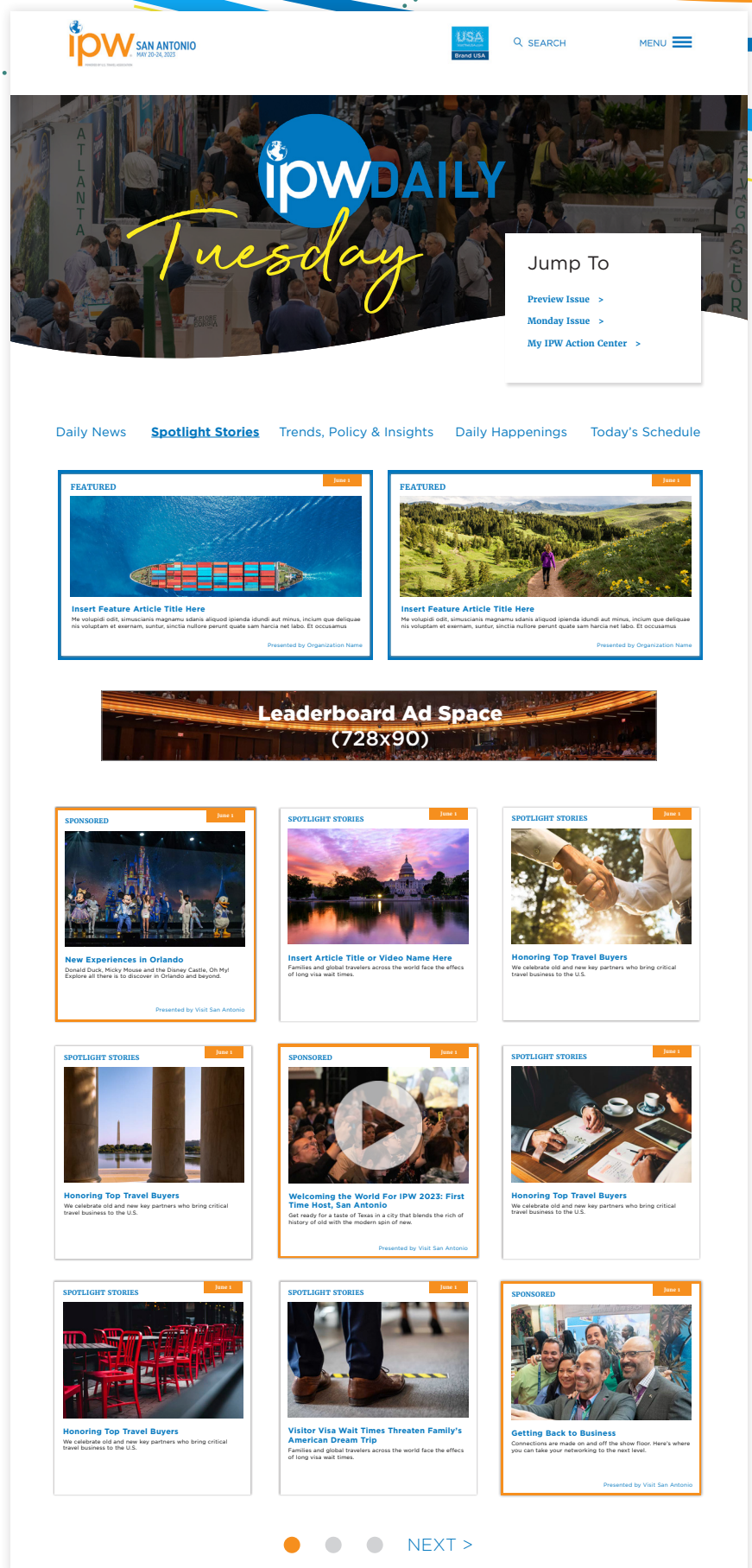
## Landing Pages

Daily News, Spotlight Stories and Trends, Policy & Insights are dedicated landing pages (see mock up to the right).

Daily News serves as the default landing page and compiles a mix of articles. Spotlight Stories and Trends, Policy & Insights showcase articles falling under those specific topics. Each landing page displays Featured Content, Sponsored Content and Leaderboard Ads in the hierarchy shown.

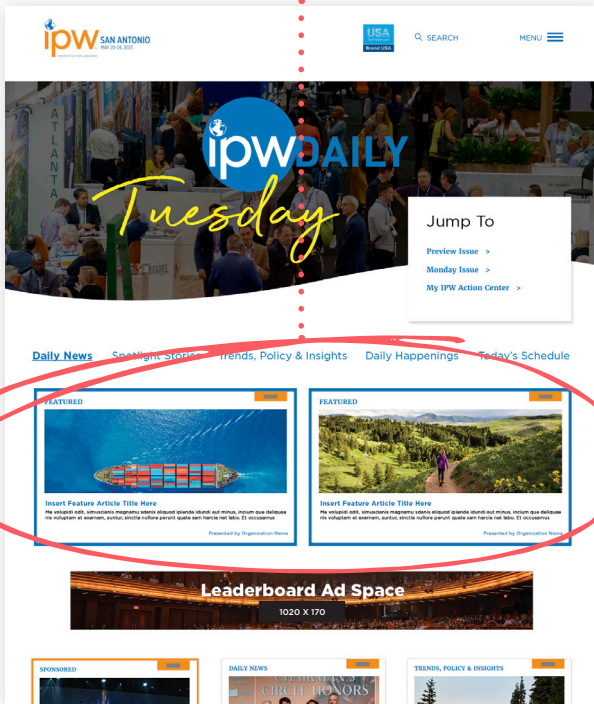
## Opportunities Visualized

View the pages below for a closer look at how your content will appear.

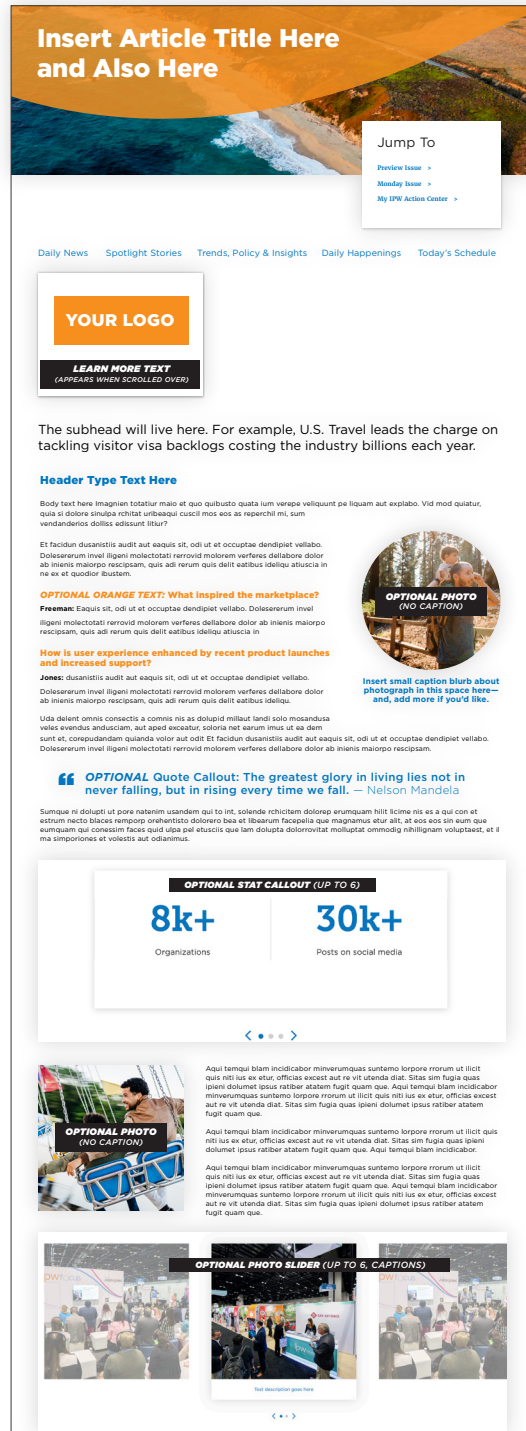
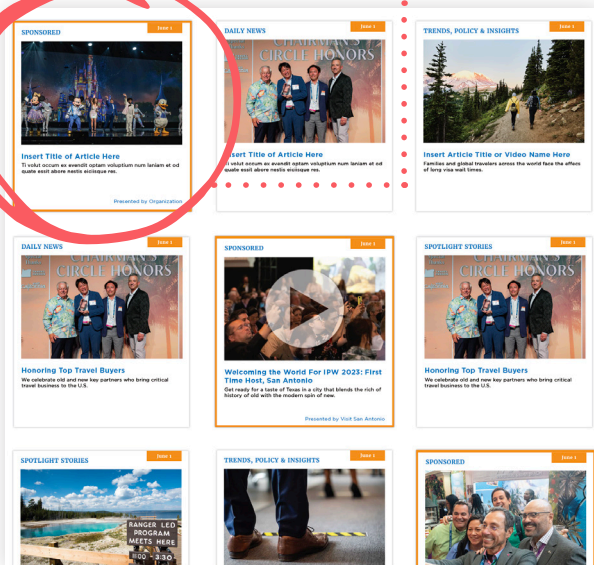




## FEATURED CONTENT



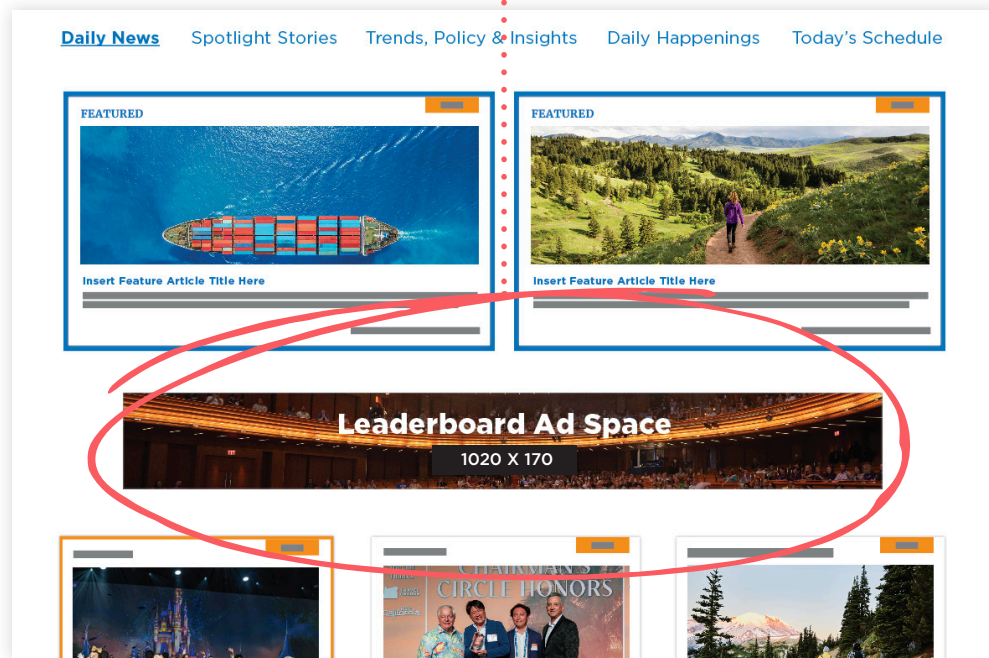
## SPONSORED CONTENT



SAMPLE CUSTOM ARTICLE PAGE



## LEADERBOARD AD



## SKYSCRAPER AD

The subhead will live here. For example, U.S. Travel leads the charge on tackling visitor visa backlogs costing the industry billions each year.

**By:** Organization or Business Name

### Header Type Text Here

Body text here Imaginen totatiur maio et quo quibusto quata ium verepe velliquunt pe liquam aut explabo. Vid mod quaiatur, quia si dolore sinulpa rchitat uribeaqui cuscil mos eos as reperchil mi, sum vendanderos dolliss edissunt litiur?

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#### OPTIONAL ORANGE TEXT: What Inspired the marketplace?

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#### How Is user experience enhanced by recent product launches and Increased support?

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