

AGENT'S EDGE

2025 MARKETING SPECIFICATIONS

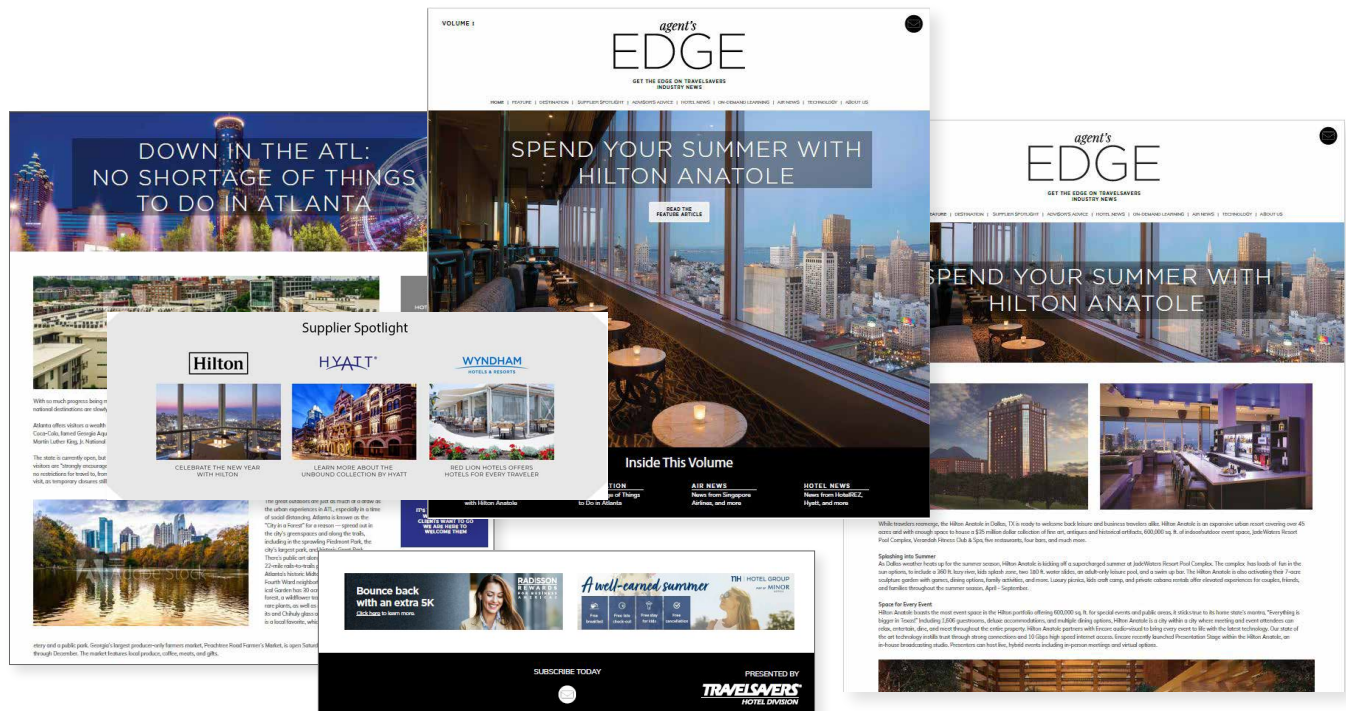
DUE DATES

February 2025 Vol 1: Jan 6, 2025 Destinations: Toronto, Osaka	April 2025 Vol 2: Mar 3, 2025 Destinations: Los Angeles, Miami	June 2025 Vol 3: May 1, 2025 Destinations: Melbourne, New York
August 2025 Vol 4: July 1, 2025 Destinations: Egypt, Portugal	October 2025 Vol 5: Sep 1, 2025 Destinations: Montenegro, London	December 2025 Vol 6: Oct 31, 2025 Destinations: Maui, San Francisco

OVERVIEW

Agent's Edge online travel magazine offers six volumes throughout the year. This fun, digital format allows us to be flexible with supplier advertising and editorial at budget-friendly prices. Agent's Edge provides advisors with relevant and timely information in a media format they enjoy using.

Agent's Edge volumes are archived and newly released volumes are announced to advisors via email. This online travel magazine provides fun editorial based on a destination, features a hotel supplier, plus it provides additional information on TRAVELSAVERS programs. It's a great way to highlight promotions, contests, activities and more.



AGENT'S EDGE FEATURED SUPPLIER PACKAGE

2025 MARKETING SPECIFICATIONS

OVERVIEW

With the Featured Supplier Package, one supplier will have the Feature Photo on the home page, plus the Feature Article. Highlight topics important to advisors such as new openings, brand updates, and more.

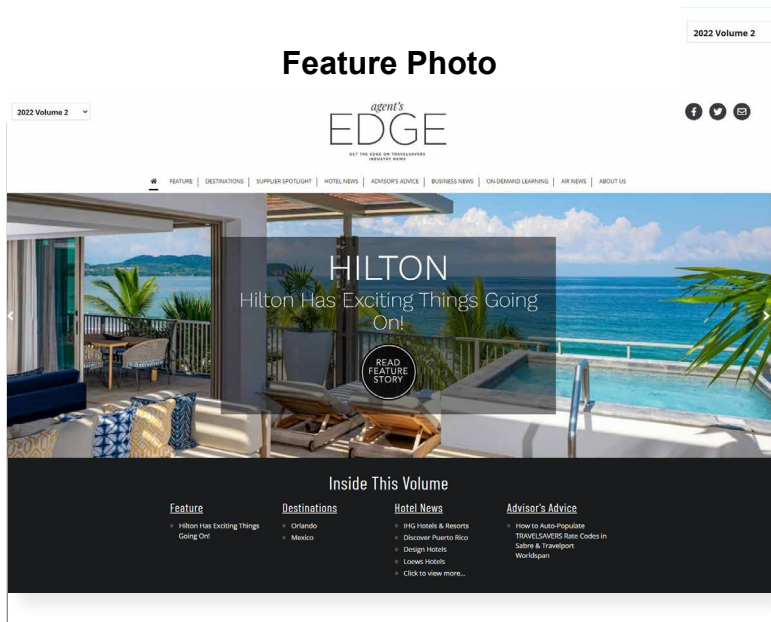
SPECS

- Feature Photos: 1-3 photos (1920x1280 px, <450k, JPG/PNG)
- Article Copy: Minimum of 500 words with a title (maximum of 10 words)
- Article Photos (JPG/PNG): Three (3) small photos (900x675 px, <400k) **AND** one (1) wide photo (900x400 px, <400k)
- Please provide the name of the hotel featured in each photo so we can note it in the article
- Provide a giveaway for a drawing at the end of the two months that your volume is live. Room nights, loyalty points, retail gift cards (no cash, Mastercard or VISA), etc.
- SEE AD KEY FOR MORE SPEC DETAIL ON PAGE 8

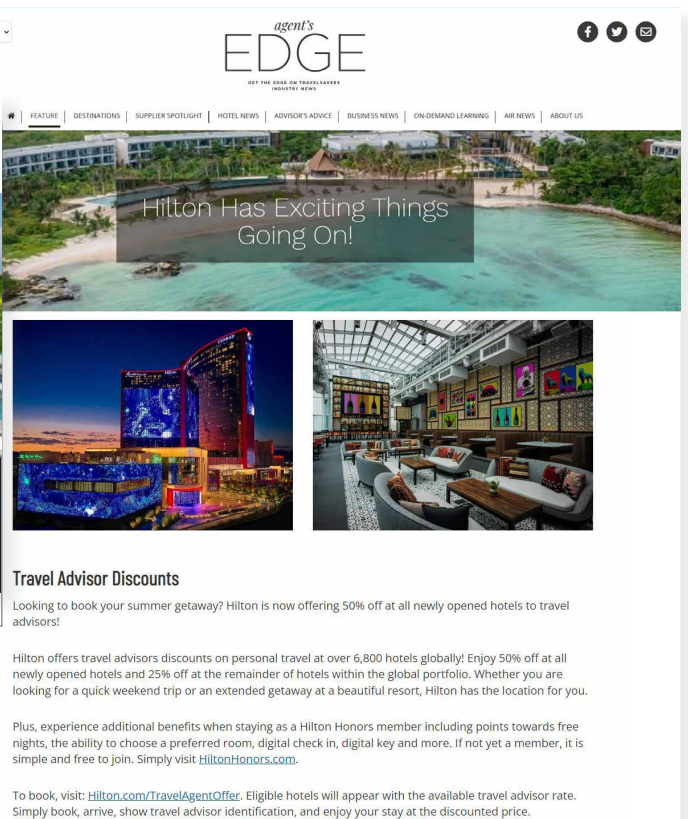
There should be **no** text or logos on the photos. No renderings, please.

Feature Article

Feature Photo



Feature Article



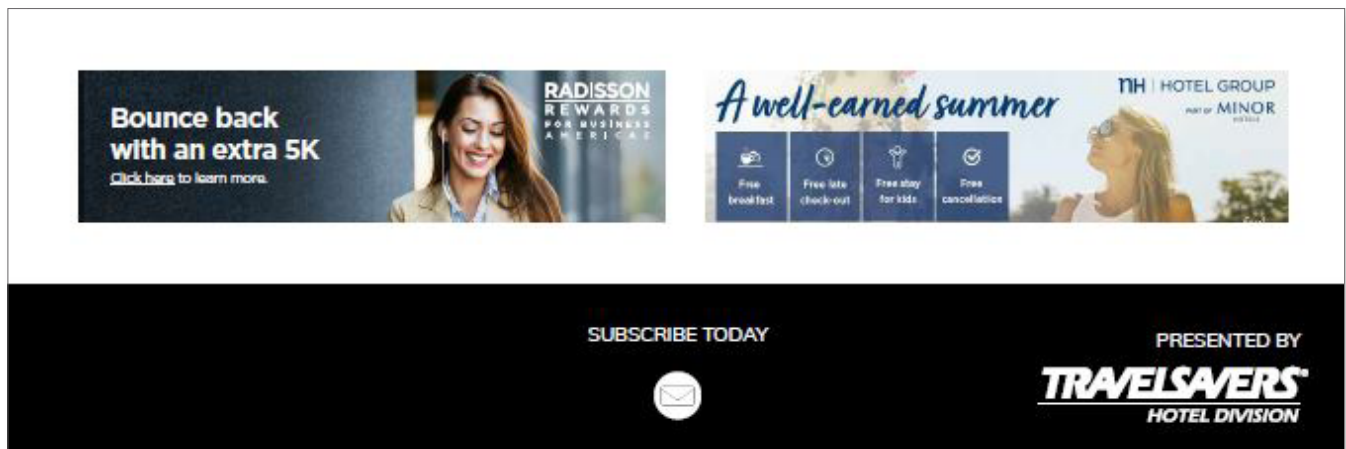
AGENT'S EDGE BOTTOM BANNER ADS 2025 MARKETING SPECIFICATIONS

OVERVIEW

These ads run across the bottom of all webpages to provide maximum exposure and can link to a file or URL of your choice.

SPECS

- JPG: 560x150 px, <300k
- PDF or URL to link to from the ad. If providing a URL, please ensure it does not send the advisor to a booking page on your website. All links must direct advisors to additional information or to details about an offer, etc.
- Copy must include a call-to-action: Book chain code [XX] using the TSA rate code in the GDS or the TRAVELSAVERS rates in tripXpress.
- SEE AD KEY FOR AD PLACEMENT DETAIL ON PAGE 9



AGENT'S EDGE SUPPLIER SPOTLIGHT 2025 MARKETING SPECIFICATIONS

OVERVIEW

The Supplier Spotlight links from the home page to its own landing page (hosted on our site) with logo, three photos, and full details. These ads also have a dedicated 'Supplier Spotlight' link from the menu bar for maximum visibility.

SPECS

- Vector Logo
- Photos (JPG/PNG): One (1) Banner Image (1920 x 960 px, <450k), three (3) small photos (900x675 px, <400k) **AND** one (1) wide photo (900x400 px, <400k)
- Copy: Title plus maximum of 250 words - recommend to promote an offer, discount, etc.
 - Copy must include a call-to-action: Book chain code [XX] using the TSA rate code in the GDS or the TRAVELSAVERS rates in tripXpress.
- Please provide the name of the hotel featured in each photo so we can note it in the article
- SEE AD KEY FOR AN EXAMPLE ON PAGE 10

There should be **no** text or logos on the photos. No renderings, please.

Supplier Spotlight



CELEBRATE THE NEW YEAR
WITH HILTON



LEARN MORE ABOUT THE
UNBOUND COLLECTION BY HYATT



RED LION HOTELS OFFERS
HOTELS FOR EVERY TRAVELER

AGENT'S EDGE SIDEBAR BANNER AD 2025 MARKETING SPECIFICATIONS

OVERVIEW

The Sidebar Banner Ads link from a specified page (see available pages below) to their ad in the Hotel News section, where they also receive top placement in the 'Highlights Section'. Includes a logo, one photo, a title and up to 100 words, plus link to a file or URL of your choice.

SPECS

Sidebar Banner Ad: 300x250px, <300k, JPG (should include logo, short offer/text and call-to-action button)
Includes (for hotel or air partners) a top placement on the Hotel News or Deals page, or Air News ad.
Specs include:

- Vector logo
- One photo: 900x675 px, <400k, JPG
- Copy: Title plus a maximum of 100 words - recommend to promote an offer, etc. Note that the copy can include a link to a URL or PDF

OR link the Sidebar Banner Ad directly to a PDF or URL:

- If providing a URL, please ensure it does not send the advisor to a booking page on your website
- All links must direct advisors to additional information or to details about an offer, etc.

SEE AD KEY FOR AN EXAMPLE ON PAGE 10

AGENT'S EDGE HOTEL NEWS AD 2025 MARKETING SPECIFICATIONS

OVERVIEW

This ad is in our dedicated Hotel News section from the main menu and includes a logo, one photo, a title and up to 50 words, plus link to a file or URL of your choice.

EXAMPLES

- General awareness
- Loyalty program benefits
- Renovation announcements

SPECS

- Vector logo
- One photo: 900x675 px, <400k, JPG
- Copy: Title plus a maximum of 50 words
- Link: PDF or URL to link to from the ad. If providing a URL, please ensure it does not send the advisor to a booking page on your website. All links must direct advisors to additional information or to details about an offer, etc.



IHG HOTELS & RESORTS

IHG Hotels & Resorts Introduces IHG One Rewards

The all new IHG One Rewards is here! With the new program comes a new attitude: IHG One Rewards celebrates travelers for being themselves. There is no one right way to travel — so IHG created a loyalty program that rewards it all. With nearly 6,000 hotels in over 100 countries, IHG Hotels & Resorts is giving guests richer benefits and more ways to earn, all powered by leading technology on its new mobile app.

[Click here](#) to learn more.

AGENT'S EDGE HOTEL DEALS AD 2025 MARKETING SPECIFICATIONS

OVERVIEW

This ad is in our dedicated Hotel Deals section from the main menu and includes a logo, one photo, a title and up to 50 words, plus link to a file or URL of your choice. Be sure to use this ad to promote a specific deal, discount, amenity, promotion, etc.

EXAMPLES

- Increased commission
- Discounts off BAR
- Contests/Quizzes
- Complimentary Amenities
- Advisor Rates

SPECS

- Vector logo
- One photo: 900x675 px, <400k, JPG
- Copy: Title plus a maximum of 50 words
- Link: PDF or URL to link to from the ad. If providing a URL, please ensure it does not send the advisor to a booking page on your website. All links must direct advisors to additional information or to details about an offer, etc.



LOEWS
CORONADO BAY

**Your Secluded Waterfront
Oasis**

Complimentary Upgrade + Wi-Fi

Welcome to Loews Coronado Bay Resort, a 15-acre private peninsula surrounded by shimmering bay waters and the San Diego skyline. Guests enjoy complimentary room upgrades and free Wi-Fi.

Welcoming you like family

[Learn More](#)

EXTENDED STAYS BY TRAVELSAVERS AD IN AGENT'S EDGE

2025 MARKETING SPECIFICATIONS

OVERVIEW

This ad is in our dedicated Extended Stay page under the Business Travel section from the main menu and includes a logo, one photo, a title and up to 50 words, plus link to a file or URL of your choice.

EXAMPLES

- General awareness
- Loyalty program benefits
- Renovation announcements
- Deals & promotions

SPECS

- Vector logo
- One photo: 900x675 px, <400k, JPG
- Copy: Title plus a maximum of 50 words
- Link: PDF or URL to link to from the ad. If providing a URL, please ensure it does not send the advisor to a booking page on your website. All links must direct advisors to additional information or to details about an offer, etc.



Candlewood Suites Trois- Rivières Ouest Is Now Open!

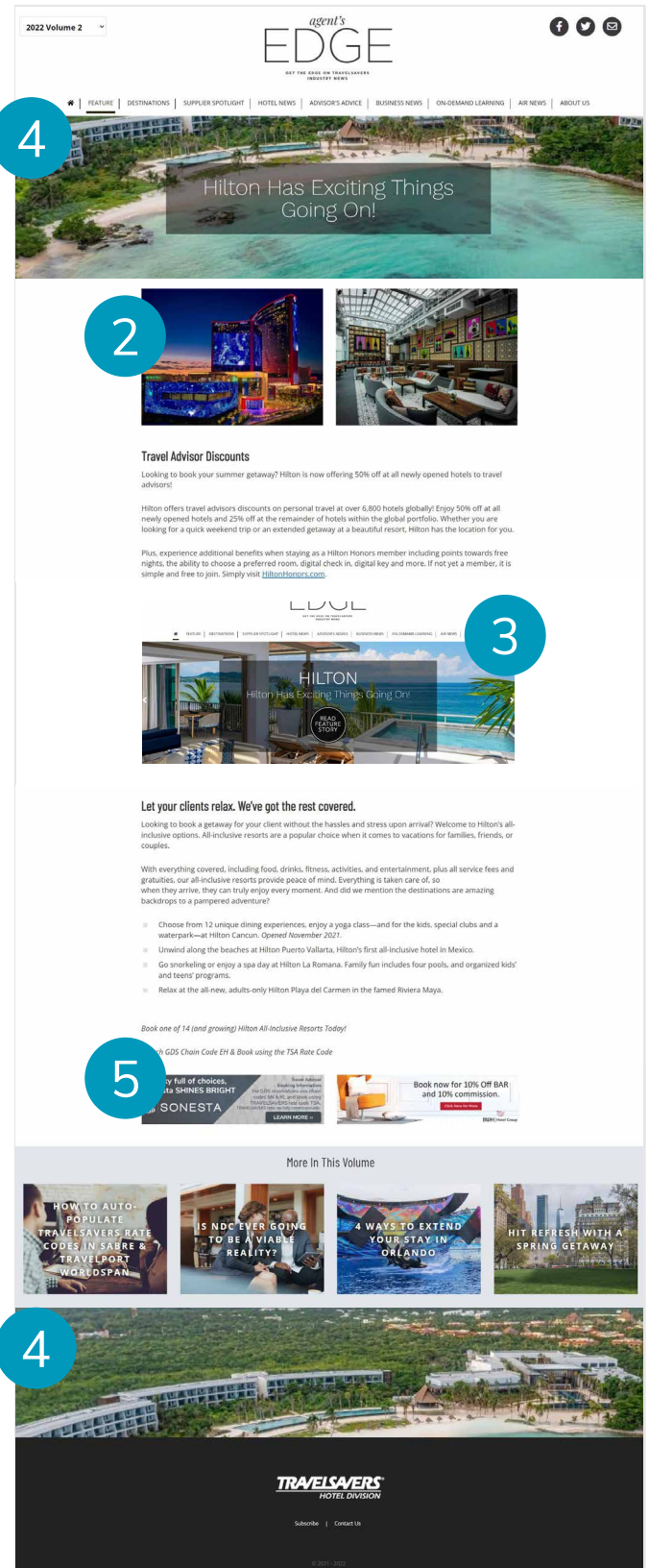
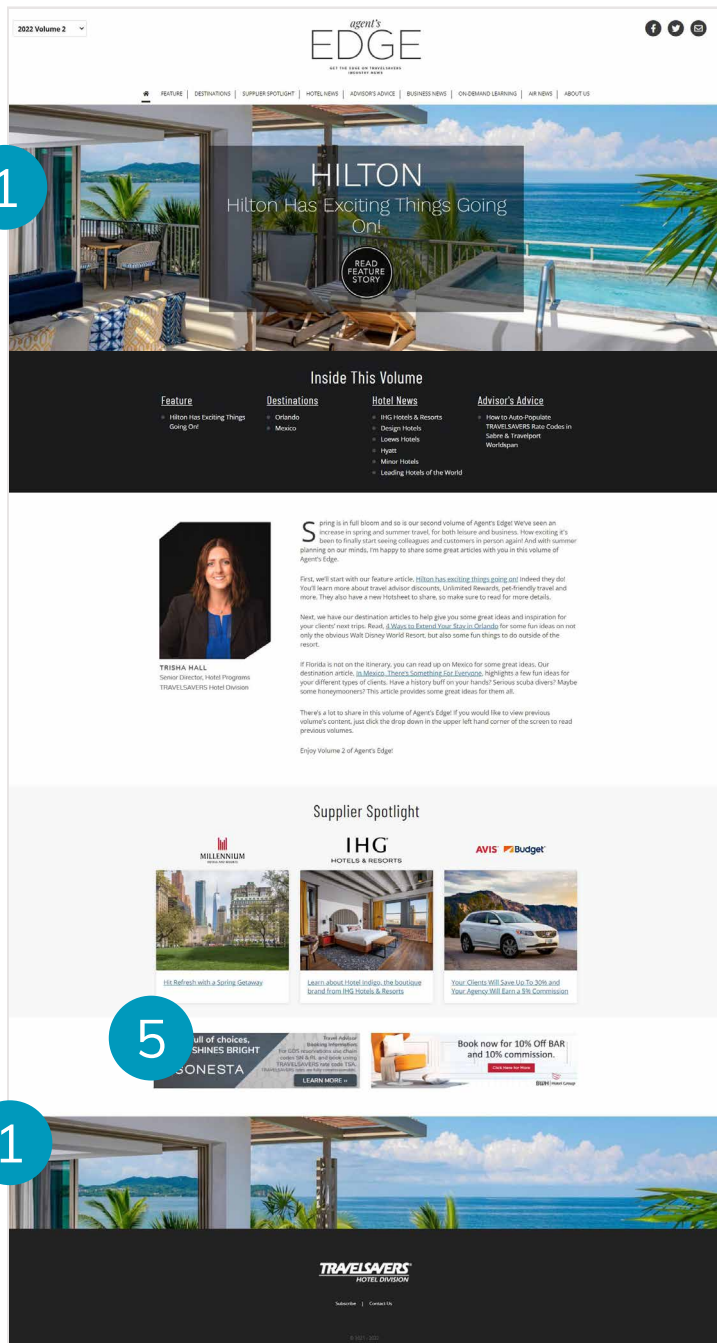
CandleWood Trois-Rivières is located in the heart of the brand new District55. Help yourself to signature Smart Roast coffee and tea served 24 hours a day.

Stay connected with our free Wi-Fi and 24-hour Business Centre. Take a dip in our indoor heated pool or keep up with your exercise program at our always-open Fitness Centre.

[Click here](#) to learn more.

AGENT'S EDGE KEY FEATURED SUPPLIER PACKAGE & BOTTOM BANNER AD

1. Feature Photos (1920x1280 px, <450k, JPG/PNG)
2. Small Photos (900x675px, <400k JPG/PNG)
3. Wide Photo (900x400 px, <400k, JPG/PNG)
4. Top/bottom banner Image (1920 x 960 px, <450k JPG/PNG)
5. Bottom Banner Ad (560x150 px, <300k, JPG)



AGENT'S EDGE KEY

SUPPLIER SPOTLIGHT & SIDEBAR BANNER AD

1. Small Photos (900x675px, <400k JPG/PNG)
2. Wide Photo (900x400 px, <400k, JPG/PNG)
3. Top/bottom banner Image (1920 x 960 px, <450k JPG/PNG)
4. Sidebar Banner Ad (900x675 px, <400k, JPG)
5. Logo (Vector file required, will display as PNG)

