



# PROFESSION VOYAGES™

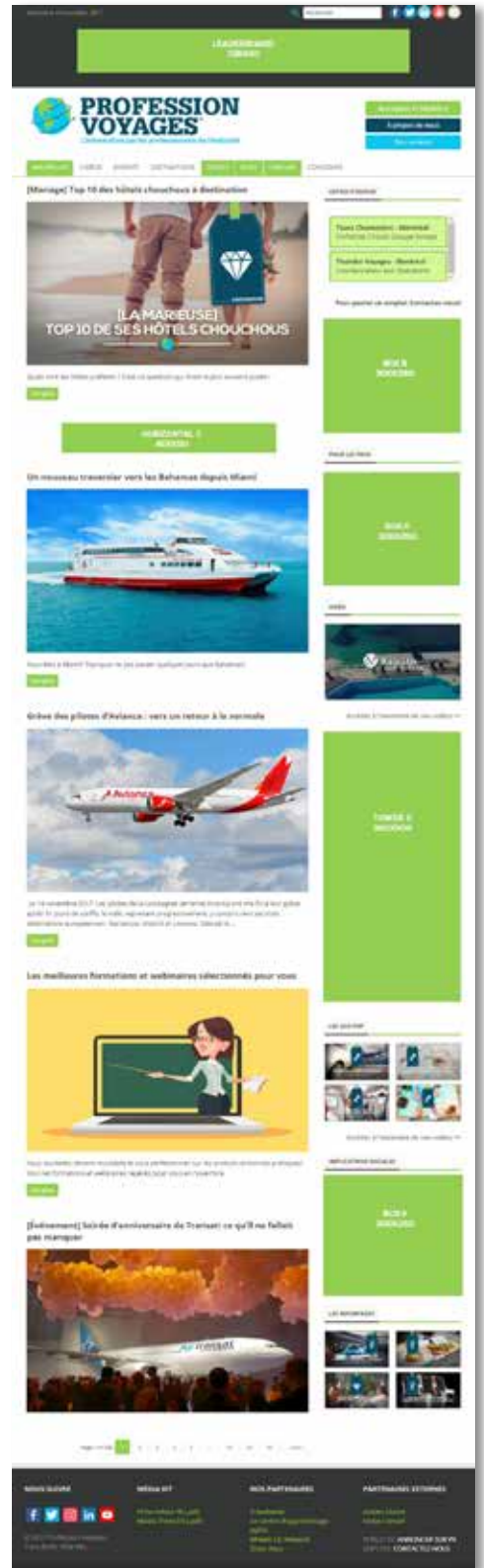
L'information par les professionnels de l'industrie

Media Kit 2018



**PROFESSIONVOYAGES.COM WEBSITE**

French speaking travel agents can visit our website daily for industry trends, breaking news and all the latest insight & communication tools. Our French speaking agents can also enjoy our clients informative videos and our YouTube Channel.



**SPECIFICATIONS & RATES**

		1 week
A. Leaderboard	728 x 90px	\$700
B. Box	300 x 250px	\$500
C. Horizontal	468 x 60px	\$450
D. Box	300 x 250px	\$300
E. Tower	300 x 600px	\$600

All files to be supplied as JPEG, GIF, SWF or PDF.

All files, including url to be sent one week prior to publication to:

**images@professionvoyages.com**

**Video Options** – starting from \$1000

**Sponsored Content** – \$350 per story

**Social media** – \$150 per post

**Job Offerings** (include social media push and online for 14 days) – \$95

**WEBSITE** (from November 1,2016 to November 1,2017)

- 540,308 page views
- 214,228 unique visitors
- 434, 666 visits
- 84% of the session come from Canada with 95% of them from Quebec

**FACEBOOK**

- 4331 followers



**PROFESSION VOYAGES NEWSLETTER**

Our e-newsletter goes out to our highly targeted French speaking agents 3x per week.

**SPECIFICATIONS & RATES**

		1 week
A. Leaderboard	728 x 90px	\$700
B. Seconday Board	728 x 90px	\$500
C. Skyscraper	160 x 600px	\$450
D. Third Board	200 x 200px	\$350
E. Half-Skyscraper	160 x 300px	\$350
F. Box	200 x 200px	\$300
G. Footerboard	200 x 200px	\$300

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**NEW HOTEL FICHES**

**\$875 PER**

- Includes creative
- Spot on newsletter with an article
- Post on Facebook
- Website post
- Housed on PV website for 1 year

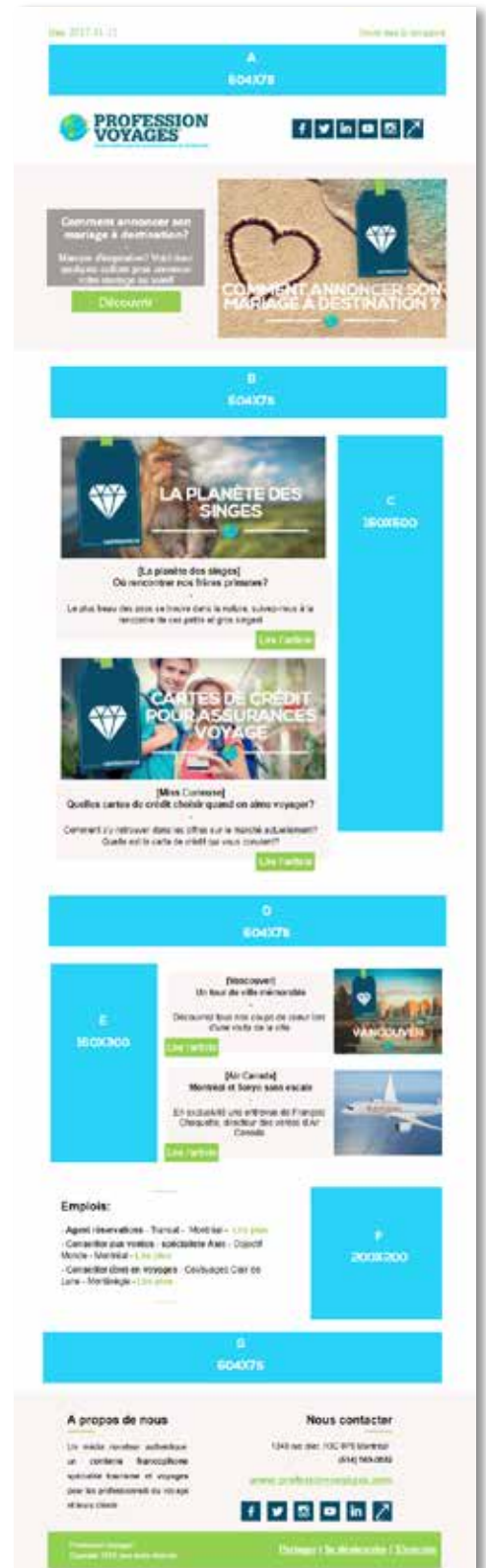
**CONTESTS**

**\$3000**

- Contest will runs for 1 month period
- Creative for landing page
- Banner or box ad on website for 1 month
- Banner or box on newsletter for 1 month
- Editorial coverage in both website and newsletter
- Winner announcement and article run once winner has been chosen and identified.

**NEWSLETTER**

- 8000 subscribers
- 31% opening rate



Videos have fast become the choice of agents for learning about a specific product and or destination. Some of them are also using by them to inspire clients to book a product. Profession Voyage offers you many different options for video coverage.

## VIDEO PACKAGES

### CUSTOM VIDEO SERIES

**\$3,300**

This package includes three engaging and fun videos include such topics ad Top5, Travel Tips & Industry News.

**Includes:**

- Featured on PV.com home page side bar widget and videos page
- News story on newsletter and website
- 1 eblast to promote the series
- Promotion on all PV social platforms
- 3 feature spots on PV newsletter

### HAVE YOUR OWN VIDEO?

#### Advertorial Videos

**\$1,500**

**Includes:**

- Featured on PV.com home page side bar widget and videos page.
- News story on newsletter and website
- Promotion on all PV social platforms
- 1 feature spots on PV newsletter



The videos will be featured on Profession Voyages' home-page on the side bar site-wide.

### EVENT COVERAGE/LIVE FACEBOOK

**\$1,000**

**Includes:**

- Live Facebook is hosted on Profession Voyage's Facebook Live page
- News story on newsletter and website
- Promotion on all PV social platforms
- Live Facebook Feed from the event

### WEBINARS

**\$880**

Another great new tool that agents are loving is the live webinar series. We can now offer this service to our French speaking agents. All Webinars are hosted and facilitated by WheelsUpNetwork.com

**Includes:**

- Live host provides introduction
- Wheels Up will provide list of agents that registered as well a agents that registered and attended webinar.
- Promorion on all PV social platforms
- Webinar box ad on PV newsletter 1 week
- Recorded Webinar will live on WheelsUpNetwork.com website



E-Learning has been by far the best choice for agents on specialist programs. Profession Voyages, Le Centre d'apprentissage is available for our French speaking agents to complete at their own pace any of the many French language specialist programs. If you already have a French specialist program we can offer you the following marketing packages.

Visit us now at [lecentredapprentissage.ca](http://lecentredapprentissage.ca)



## MARKETING PACKAGES

### INTRODUCTORY PACKAGE

**\$1,750 + INCENTIVE** (Delivered over three months)

**Includes:**

- 4 weeks web banner or box inclusions on [www.professionvoyages.com](http://www.professionvoyages.com)
- 3 week banner or box inclusion on Profession Voyages newsletter
- 1 editorial article highlighting the specialist program on website
- 2 workshop announcements within PV newsletter
- On line hosting on Le Centre d'apprentissage for 1 full year

### INTERMEDIATE PACKAGE

**\$2,250 + INCENTIVE** (Delivered over three months)

**Includes:**

- 6 weeks web banner or box inclusions on [www.professionvoyages.com](http://www.professionvoyages.com)
- 4 week banner or box inclusion on Profession Voyages newsletter
- 2 editorial article highlighting the specialist program on website
- 3 workshop announcements within PV newsletter
- On line hosting on Le Centre d'apprentissage for 1 full year

### PREMIUM PACKAGE

**\$3,000 + INCENTIVE** (Delivered over five months)

**Includes:**

- 6 weeks web banner or box inclusions on [www.professionvoyages.com](http://www.professionvoyages.com)
- 6 week banner or box inclusion on Profession Voyages newsletter
- 3 editorial article highlighting the specialist program on website
- 4 workshop announcements within PV newsletter
- On line hosting on Le Centre d'apprentissage for 1 full year
- Full Access to agent database generated through workshop completions

- **Let Travelweek & Profession Voyages create a specialist program for you. Course creation \$3200 + marketing package as mentioned above, depending on your preferences. Translation fees may apply.**

## CONTACT DETAILS

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