

## ABOUT

### SITE & Member Profile

The Society for Incentive Travel Excellence connects incentive travel to business results. For our members we provide professional development through business connections, education, certification and research. SITE members help companies maximize workforce output by creating and delivering incentive travel programs that inspire people to exceed expectations and transcend their goals.

Our research proves the ROI for incentive travel, which is a powerful business tool that strengthens employee retention, improves performance and fosters a culture of thoughtful motivation and sustained success. Incentive travel is not a luxury — it's a necessity.

We also fund and conduct research through the SITE Foundation, whose fundraising initiatives facilitate vital industry research, trend analysis, and educational program support for incentive travel professionals. Our multi-tiered approach builds awareness and strengthens the effectiveness of incentive travel.

For more information, visit [SITEglobal.com](http://SITEglobal.com).

SITE is the only global organization dedicated to strengthening and supporting the incentive travel industry

A community of more than  
**6,000** individuals

#### Top Member Disciplines:

Incentive Companies  
Corporate Planners  
Destination Management Companies (DMCs)  
Convention & Tourism Authorities  
Hospitality & Travel Suppliers

## E-Newsletter

SITE Source

### Connecting incentive travel with business results

Put your brand in front of more than 6,500 SITE members and industry professionals every week with the industry's must-read e-newsletter.

In addition to SITE news, every issue of *SITE Source* will provide readers with essential industry news, breaking policy updates and best practices curated from more than 12,000 news sources.

### E-Newsletter Rates + Specs

Ad Unit	Size (px)	Rate/Issue*
A. Premium Leaderboard	728 x 90	\$275
B. Premium Banner	468 x 60	\$235
C. Premium Skyscraper	120 X 600	\$235
D. Premium Showcase	175 x 125 + text	\$235
E. Standard Banner	468 x 60	\$200
F. Standard Skyscraper	120 x 600	\$200
G. Standard Showcase	175 x 125 + text	\$200

\*Minimum buy of four (4) weekly issues required.  
 Artwork due 10 business days prior to start of campaign.  
 JPG and GIF files accepted, 40 KB max.

**SITE ADVERTISING SALES**  
 Paul Deasey, Account Executive  
 202-367-2470 | pdeasey@smithbucklin.com

Ask about our custom content E-newsletters!



# Incentive Travel Marketplace

The premier online guide for incentive travel

The Incentive Travel Marketplace is a valuable resource guide for incentive travel planners and destination management companies to connect with marketers around the world to create corporate programs for rewarding employees. Become a sponsor today and stand out among the 1,300+ listings! Key opportunities include:

- Exclusive opportunities and premium locations for establishing immediate recognition with industry buyers.
- 15 categories for showcasing incentive travel products and services.
- The Incentive Travel Marketplace is promoted on SITE’s website, in SITE Source and at conferences and events throughout the year.

## Homepage Rates + Specs

Ad Unit	Size (px)	Annual Rate
A. Premium Leaderboard	728 x 90	\$9,600
B. Premium Banner	468 x 80	\$8400
C. Premium Skyscraper	120 x 600	\$8,400
D. Product Showcase	120 x 300	\$5,400

Artwork due 10 business days prior to start of campaign. \*JPG and GIF files accepted, except for the peel back ad which requires a PNG or animated PNG file. 40 KB max for all ads.



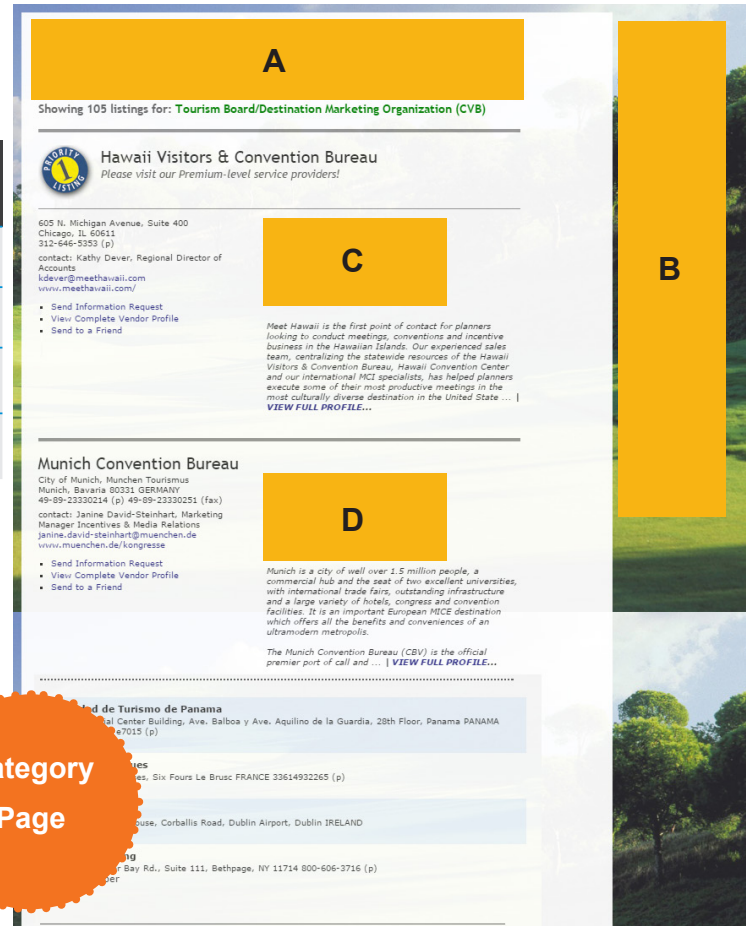
**SITE ADVERTISING SALES**  
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# Incentive Travel Marketplace

## Category Page Rates + Specs

Ad Unit	Size (px)	Annual Rate per Category
A. Category Leaderboard	728 x 90	\$5,100
B. Category Sidebar	120 x 600	\$4,200
C. Priority Listing	200 x 100 logo	\$960
D. Enhanced Listing	200 x 100 logo	\$480

Artwork due 10 business days prior to start of campaign. \*JPG and GIF files accepted, except for the peel back ad which requires a PNG or animated PNG file. 40 KB max for all ads.



### Priority Listing (\$960 per category/year)

Priority listings appear on a special landing page before users are prompted to view enhanced and standard listings. Sponsorship includes priority listing designation, company logo, corporate description, website link, contact email address and document uploads.

### Enhanced Listing (\$480 per category/year)

Enhanced listings appear before standard listings and include a company logo, corporate description, website link, contact email address and document uploads.

### Standard Listing (Free)

SITE members can list their companies in the categories of their choice. Includes company name, address and phone number.

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