



2024 THOR MEDIA KIT

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THOR, Inc. is an international travel services company that has been providing preferred services and products to the world's leading travel providers since 1977. THOR's supplier partners benefit from a variety of programs and services including the THOR Hotel Program, THOR Car Program and THOR Services Program. THOR supplier partners also have access to award-winning publications and specialized travel partner events. THOR currently services corporate, leisure and independent travel agencies located around the world.

Our award-winning publications and marketing opportunities provide travel advisors with specialized travel information from the company and its partners:

- **Quarterly Magazine** - *THOR Advantage*, distributed digitally to over 6,500 travel advisors.
- **Weekly Emails** - *Supplier Notes*, distributed to over 4,400 travel advisors.
- **Periodic Emails** - *Destinations*, distributed to 4,400 travel advisors up to 12 times per year.
- **Website** - THOR's award-winning website offers member travel advisors access to supplier resources and an online hotel directory, the *THOR Hotel Navigator*.
- **Video On-Demand** - Provide your video or presentation to over 4,600 travel advisors.
- **Webinars On-Demand** – Live webinar or presentation, then have travel advisors take a quiz to see how much they learned.

We also provide our supplier partners with highly visible annual sponsorship opportunities throughout the year:

- **Supplier Program Guide** - *TAO – Travel Advisors Only*, distributed digitally to over 4,600, details membership benefits, partner loyalty programs, industry rates, GDS support, educational opportunities and so much more.

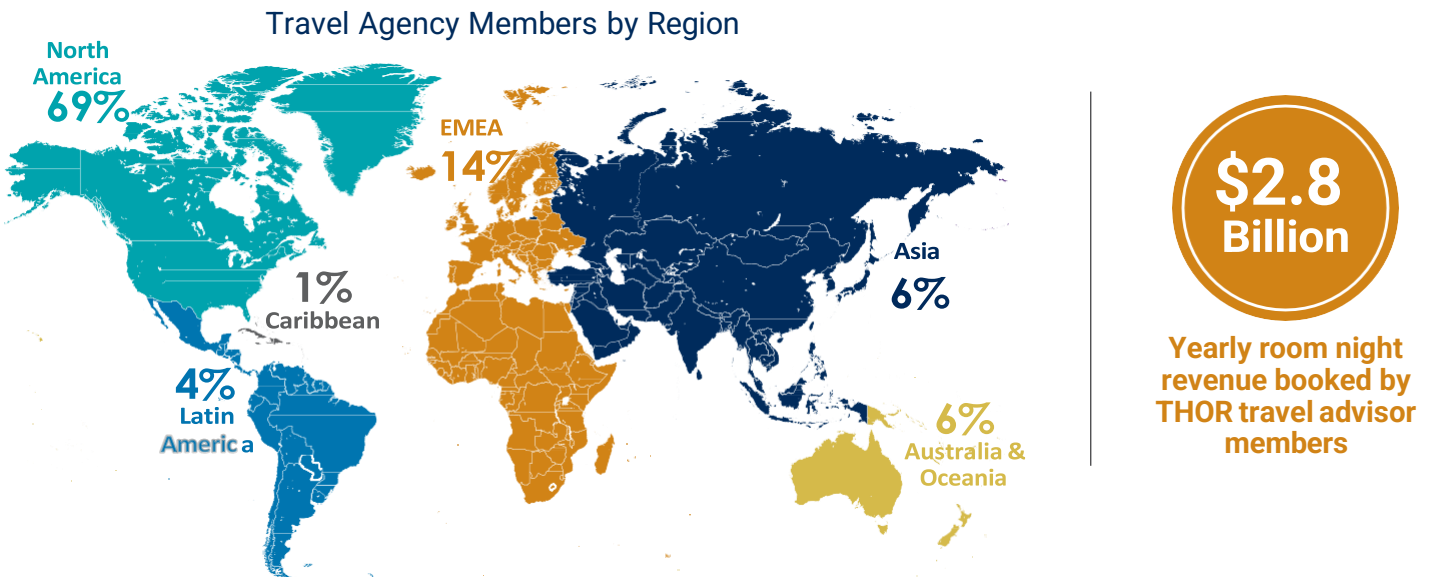
THOR's publications and sponsorships help our supplier partners stay competitive in a dynamic travel environment by providing timely and targeted marketing solutions. Advertise today and get your message out to THOR's travel agency community for increased exposure and branding!

AUDIENCE

AGENCY MEMBERS

THOR has over 4,400 member travel agencies worldwide with access to the THOR Consortia Rate Code and THX Promotional Rate Code that book via all major global distribution systems (GDS). We work with travel agencies in the corporate and leisure travel space that service clients in diverse industries such as entertainment, fashion, finance, news media and pharmaceuticals. Our 45-year legacy is very well known in the travel agency community, so make THOR your primary distribution channel.

OVERALL STATISTICS



KEY TRAVEL AGENCY MEMBER PARTNERSHIPS

THOR specializes in small to mid-sized single travel agencies, large network consortia/cooperative groups, top private and regional agencies as well as Corporate Travel Departments (CTDs). Here are a few of our top agency members:

TOP AGENCY MEMBERS

CLUB WYNDHAM TRAVEL - A global presence in 110 countries at more than 220 vacation ownership resorts and 4,300+ affiliated exchange properties distinguishes Wyndham Destinations as the world's largest vacation ownership, exchange and rental company. Each year the team of 25,000 associates delivers great vacations to millions of families as they make memories of a lifetime.

OPTIONS TRAVEL - A full-service travel management & technology company, Options Travel is an all in one solution for managing corporate travel needs. From travel policy consulting to live agents who are trained to

AUDIENCE

put the client's needs first. Options Travel has dedicated business travel agents and corporate travel solutions specialists who work with our clients to get their staff where they need to be when they need to be there, unruffled and ready to work.

MARITIME TRAVEL INC. - Established in 1949 become the largest independent travel agency in Canada. Today, our retail operations consist of over 100 locations from coast to coast with 13 locations branded LeGrow's Travel in Newfoundland and Labrador, several branded Voyages Maritime in Quebec and Northern New Brunswick and the remainder branded Maritime Travel right across the country. Combined, our retail operations generate annual sales of over \$350 million and employ over 500 people.

FRONTIER LODGING SOLUTIONS - Frontier Lodging Solutions originated from a recognition that corporate and workforce accommodations coordination and management required a unique approach and execution. At the peak of their successful career in travel management, the company was working with over 600 corporate clients by the time they sold UNIGLOBE Travel in 2018. Frontier Lodging Solutions specializes in Workforce Accommodation, Projects & Crews and Corporate Travel Management.

VENUE OPTIONS – Founded in 1998 and based in Sheffield, United Kingdom Venue Options are an award-winning industry leader , specializing in the provision of dedicated and personal accommodation, meetings and event management solution.

CORPORATE TRAVEL DEPARTMENTS

MARY KAY INC. - Mary Kay is one of the top direct sellers of beauty products in the US. Today, 3.5 million independent beauty consultants demonstrate Mary Kay products in more than 35 countries around the world, generating over \$4 billion in sales. Headquartered in Addison, Texas, Mary Kay Inc. has 5,000 employees.

SAS - A leader in business analytics software and services, and the largest independent vendor in the business intelligence market. The 10 in-house travel agents plan travel for over 13,000 employees.

CWC (COSTCO WHOLESALE CORPORATION) - Costco Wholesale is a multi-billion dollar global retailer with warehouse club operations in eight countries. Costco provides a wide selection of merchandise, plus the convenience of specialty departments and exclusive member services. Costco Travel is staffed by Costco employees who are trained travel professionals booking exclusively for Costco members.

CROWLEY TRAVEL SERVICES - Crowley Maritime Corporation is a U.S.-owned and operated marine solutions, transportation and logistics company providing services in domestic and international markets. Founded in 1892, the company generates more than \$2 billion in annual revenues and has approximately 5,300 employees.

AGENCY NETWORK MEMBERS

HOTELZON - Hotelzon is an online hotel booking technology provider for the B2B market with a focus on providing hotel content for the business travel industry. Along with THOR's negotiated rates, they offer comprehensive European inventory that continues to grow organically, based on the corporate client base and the booking patterns of the corporate travel industry and demand.

AWARDS



Hospitality Sales & Marketing
Association International
Adrian Award
adrianawards.com
Publication: THOR Advantage

The Hospitality Sales & Marketing Association International (HSMAI) recognized THOR Advantage for public relations excellence in the annual Adrian Awards Competition, the largest and most prestigious global travel marketing competition. THOR Advantage leads in a competition of nearly 1,300 entries from around the world, judged by top executives from all sectors of the travel industry.



Graphic Design USA
American Inhouse Design Award
gdusa.com/contests/
Publication: THOR Advantage
Website: THORtravelservices.com

For years, THOR, Inc. has received an American Inhouse Design Award from Graphic Design USA in the website, newsletter and publication categories. The American Inhouse Design Awards is the original and premier showcase for outstanding work by inhouse designers, with only the top 15% of over 5,000 submissions being recognized for their work. It is a unique opportunity for in-house design, marketing and communications departments to be recognized for their talent, for the special challenges they face and for the contributions to their businesses and institutions.

TRAVEL WEEKLY

Travel Weekly
Magellan Awards
travelweeklyawards.com/winners/
Publication: THOR Advantage

THOR, Inc. has received both Gold and Silver Magellan Awards from Travel Weekly in the Online Travel Services/Print Advertising category. The Magellan Awards is the premier award for the travel industry. From design to marketing to services, the Travel Weekly Magellan Awards honors the best in travel and salutes the outstanding travel professionals behind it all.

MARKETING

THOR ADVANTAGE



THOR Advantage is a quarterly digital magazine emailed to member travel advisors. THOR Advantage has won many awards including the Travel Weekly Magellan Award, the HSMIA Adrian Award, and the Graphic Design USA - American Inhouse Design Award, among others, for its outstanding editorial, format and design. THOR Advantage provides travel editorial for each month's theme, highlights special supplier promotions, offers activities and contests, plus is archived online – giving advertisers maximum exposure for their money.

AD RATES

AD TYPE	AD PRICE
Front Cover	\$1,900
Back Cover	\$900
Full Page	\$1,200
Half Page	\$800
Full Page Interactive	\$1,350
2-Page Spread - Interactive	\$2,000
Sponsor Email Ad	\$1,100



TAO - TRAVEL ADVISORS ONLY SUPPLIER PROGRAM GUIDE

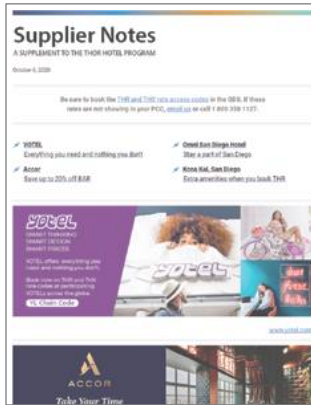
Do you have a travel advisor or consumer loyalty program? Would you like a way to increase participation? TAO is your way to create awareness around your travel agency programs including industry rates and FAMs. This annual digital publication will inform THOR member travel advisors how to enroll in your loyalty program, how to earn points or gifts through contests, and what programs are available just for travel advisors.

AD RATES

	AD PRICE
Back Cover	\$1,900
Full Page	\$1,200
Half Page	\$800
Full Page – Interactive	\$1,350
2-Page Spread – Interactive	\$2,000

MARKETING

SUPPLIER NOTES



Supplier Notes is a weekly broadcast email sent to member travel advisors. Travel advisors receive up to two issues per week - every Tuesday, and a possible exclusive on Wednesday. Supplier Notes is the most popular way to promote distressed inventory or short-term incentives.

AD RATES

AD TYPE	AD PRICE
Square Ad	\$550
Standard Ad	\$1,000
Preferred Standard Ad	\$1,100
Exclusive Ad	\$3,400

(Your own full page special edition sent out on Wednesday)



DESTINATIONS

Destinations is a broadcast email sent to member travel agents featuring YOUR chosen curated destination with articles, information and links about that city or region.

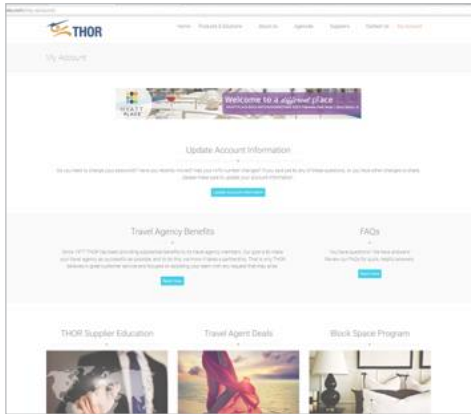
AD RATES

AD TYPE	PRICE PER AD
Custom Issue	\$1,850

(Your custom issue includes unlimited Square and Standard ads)

MARKETING

WEBSITE



Website advertising on www.THORtravelservices.com provides suppliers with a full month of ad views. THOR's award-winning website provides member travel advisors with a host of resources including the THOR *Hotel Navigator* - our online hotel search engine, supplier education, news, deals and more.

AD RATES

AD TYPE	PRICE PER AD
Leaderboard Banner Ad (Details including loyalty program and brand comparison information)	\$1,250
Partner Page (yearly)	\$1,200
Travel Agent Deal (One line offer with your name and location, linking to a landing page of your choice)	\$300
Vertical Sponsor Ad (<i>Supplier Notes</i> offers and travel advisor FAMs are categorized and displayed on THOR's website. When a travel advisor visits this page, the Vertical Sponsor Ad is prominently displayed on the page.)	\$1,250



BRAND VIDEO

THOR supplier education section on the website provides you with an opportunity to promote your brand content to our THOR member travel advisors. Provide us with a video or simply post a link of your pre-recorded video or presentation.

AD TYPE	PRICE
Promotional Video (Includes 1 promotional email, giveaway(s) provided by supplier, recorded by supplier, posted and archived on THOR's website for 1 year)	\$3,000

MARKETING

WEBINAR ON DEMAND



THOR educational webinars provide you with a unique opportunity to present your information to our THOR member travel advisors. We have the technology to record your webinar, or to simply post a link of your pre-recorded video or presentation. Optionally, pair this with a quiz to further engage viewers.

AD TYPE

PRICE

Webinar on Demand

\$3,400

(Includes up to 3 promotional emails, giveaway(s) provided by supplier, recorded by supplier, posted and archived on THOR's website for 1 year)

MARKETING

THOR ACCESS SERIES

THOR Access Series events offer wonderful opportunities for supplier partners to meet, educate and cultivate personal relationships with THOR travel agency members. Events are hosted both virtually and in select cities. Space for suppliers is limited per event so sign up to attend today!

SPONSORSHIP LEVEL	PRICE
Live Event Sponsor (Limited to 15 Per Event)	\$3,950
<ul style="list-style-type: none">■ 4-Hour evening half day event■ Official introduction as a Sponsor during Access Series event■ Opportunity to speak for one (1) minute during raffle prize giveaway■ List of Access Series attendees following the event■ Supplier logo on event signage, invitations and event registration web page■ Supplier table with one (1) representative during the Access Series event	
Supplier Provides:	
<ul style="list-style-type: none">■ THOR co-branded collateral■ Giveaways during the Access Series event■ Raffle prize contribution during the Access Series event	
Live Event Premier Sponsor (One Per Event)	\$5,250
Includes everything listed above plus:	
<ul style="list-style-type: none">■ One (1) additional representative during the Access Series event■ Official introduction as a Premier Sponsor during Access Series event■ Prominent supplier logo and brand logos on signage, invitations and event registration web page■ Opportunity to highlight your business during the Access Series event	

PUBLICATION

THOR ADVANTAGE

DIGITAL

AD SIZE

Front Cover	8.5" x 11"
Please submit a photo and 15 words or less for the cover and 50 words or less for the inside mention. If possible, submit more than one photo option for the cover shot. The photo should not contain any text. Do not send an advertisement.	
Back Cover	8" x 8.25"
Full Page	8.5" x 11"
Half Page - horizontal	8" x 5.125"
Full Page - Interactive	8.5" x 11" (no bleed) Single-sided
2-Page Spread – Interactive	Two 8.5" x 11" (no bleed) Single-sided
Sponsor Email Ad	728px x 90px (no bleed) Single-sided GIF or JPG (THOR will contact you regarding interactive ad specs)

Finished Newsletter Size: 8.5" x 11"
File types accepted: Press Ready PDF, TIFF.
File must be CMYK and 300 dpi or higher for both print and digital ads.

Ad MUST include a reference to book the THR rate code, the THX rate code or both.

PUBLICATION

SUPPLIER NOTES

AD SIZE	WIDTH	HEIGHT	RESOLUTION	FILE TYPE
Square Ad	294 px	224 px	72 dpi	GIF, JPG
Standard Ad	608 px	224 px	72 dpi	GIF, JPG
Preferred Standard Ad	608 px	224 px	72 dpi	GIF, JPG
Exclusive Ad	608 px	Unlimited	72 dpi	GIF, JPG

Please provide a web address for all ad types. If no web address is provided, THOR will direct traffic to the web address we choose on your behalf. Ad MUST include a reference to book the THR rate code, the THX rate code or both. Non-GDS suppliers should reference the THOR partnership.

File types accepted: GIF, JPG, PDF.
File must be RGB color type.

DESTINATIONS

AD SIZE	WIDTH	HEIGHT	RESOLUTION	FILE TYPE
Square Ad	294 px	224 px	72 dpi	GIF, JPG
Standard Ad	608 px	224 px	72 dpi	GIF, JPG

Please provide a web address for all ad types. If no web address is provided, THOR will direct traffic to the web address we choose on your behalf.

File types accepted: GIF, JPG, PDF.
File must be RGB color type.

PUBLICATION SPECS

WEBSITE

AD SIZE	WIDTH	HEIGHT	RESOLUTION	FILE TYPE
Leaderboard Banner Ad	728 px	90 px	72 dpi	GIF, JPG
Partner Page	8.5 in	11 in	72 dpi	PDF
Vertical Sponsor Ad	160 px	600 px	72 dpi	GIF, JPG

UNIQUE OFFERINGS

Travel Agent Deals: Please provide text of hotel name, address and exclusive offer (20 words max). Must provide landing page link or PDF with full offer details.

Please provide a web address for all ad types. If no web address is provided, THOR will direct traffic to the web address we choose on your behalf. Ad MUST include a reference to book the THR rate code, the THX rate code or both. Non-GDS suppliers should reference the THOR partnership.

File types accepted: GIF, JPG, PDF.
File must be RGB color type.

TAO - TRAVEL ADVISORS ONLY

DIGITAL AND PRINT

AD SIZE

Back Cover	8.5" x 11"
Full Page	8.5" x 11"
Half Page	8" x 5.125"
Full Page Interactive	8.5" x 11" (no bleed) Single-sided
2-Page Interactive Spread	Two 8.5" x 11" (no bleed) Single-sided (THOR will contact you regarding any interactive ads)

Finished Newsletter Size: 8.5" x 11"
File types accepted: Press Ready PDF, TIFF.
File must be CMYK and 300 dpi or higher.

SUBMISSION INSTRUCTIONS/DEADLINES

SUBMISSION INSTRUCTIONS

Email: advertise@THORtravelservices.com

Up to 10MB can be accepted per email.

Files ending in .zip must be renamed to .zi_ or they will bounce back to you.

SUBMISSION DEADLINES

Submission Deadline for THOR Advantage Ads: 1st of the month prior to publication. Publish Date: 1st of the March; 1st June; 1st September; 1st December

Submission Deadline for Supplier Notes Ads: One week prior to run date
Publish Date: Every Tuesday (Exclusives Wednesday)

Submission Deadline for Destinations Ads: Two weeks prior to run date
Publish Date: TBD

Submission Deadline for Website Ads: 20th of prior month.
Publish Date: 1st of Every Month

Submission Deadline for TAO: January
Publish Date: March