




MEDIA KIT

2019-2020

 302-660-3680

 www.travelersq.com

 1224 King St, Wilmington, DE

 admin@travelersq.com

ABOUT TRAVELER'S Q



Traveler's Q is a full service travel management company located in Wilmington, DE.

We focus on creating unforgettable events, meetings, and other travel opportunities for clients worldwide – managing everything from corporate training events to product launches, weddings, group travel, and more.

Our industry expertise and exclusive connections are what help our clients travel in style for less and our partners drive business growth.

OUR SERVICES

We offer the following services, acting as an extension of your team to offer strategic expertise when you need it and a helping hand for any delegated tasks along the way.



EVENT SOURCING

Our event sourcing services are based on your objectives, criteria, and needs. We'll vet a variety of venues, assess the contracts, and help you choose the right location quickly.



EVENT TRAVEL MANAGEMENT

Our event sourcing services are based on your objectives, criteria, and needs. We'll vet a variety of venues, assess the contracts, and help you choose the right location quickly.



TECHNOLOGY

At Travelers Q, we work with you and your team to ensure that the right software is chosen for your events or travel needs. We'll even collaborate with technical teams and vendors to ensure a seamless experience.



ON-SITE SUPPORT

Our experienced event directors will make you look like an event champion. We work hard to find you the right staff and ensure that their performance is everything you expect and more, GUARANTEED.



ANALYSIS & REPORTING

Our years of expertise in the event management industry allow you to define the data that you need to plan and execute a successful event. Our analytics include fact-based results that drive business forward, so you know your ROI is accurate from the start.



AUDIENCE & DEMOGRAPHICS

TOTAL REACH BY CHANNEL



13,200

@travelers.q



4,347

@travelers_q



10,600

@travelersq



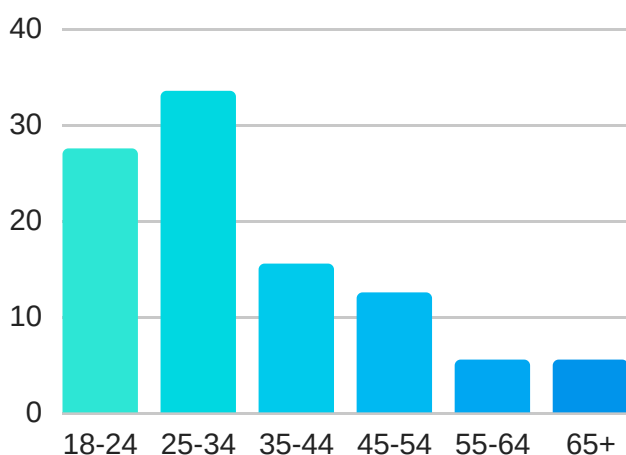
3,500

3,500 monthly visitors
42,000 annual visitors

Top Hashtags – #events #travel #travelgram #eventplanning #eventstrategy
#travelevents #eventplanners #travelersofinstagram #wedding #travelblog

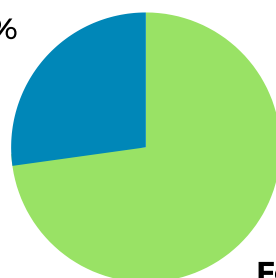
DEMOGRAPHICS

AGE

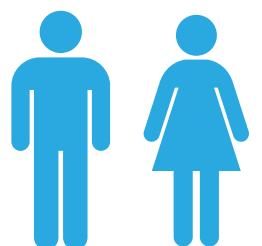


GENDER

Male
27%



Female
73%





ADVERTISING OPPORTUNITIES BY CHANNEL

WEBSITE BANNERS

Reach 40K+ event planners & worldwide travelers annually with eye-catching ads.

Traveler's Q offers website banners that generate broad visibility for your brand among our diverse audience of event planners and avid worldwide travelers. You can align your message with our website content to serve the needs of our unique web visitors and maximize your conversions. Don't miss an opportunity to drive our users to your website or online offerings! Need design & copywriting support? Email us at admin@travelersq.com.

Sizes, Specs & Pricing:

468 x 60	Mid-page Banner	20 KB	\$1,250/month
728 x 90	Leaderboard	25 KB	\$1,950/month
300 x 250	Square Side Banner	20 KB	\$975/month

We offer discounted quarterly or annual packages! Email us at admin@travelersq.com for details.

BLOG ADS

Advertise or provide content upgrades to blog readers to capture emails and improve awareness. Deliver your content and marketing message to our engaged blog readers. Through classic style banner ads or value-added content upgrades, you're able to drive qualified leads right to your website or inbox. This is a great way to showcase your expertise and broaden your reach for much less than it would cost to advertise on other channels without an engaged audience.

Need design & copywriting support? Email us at admin@travelersq.com.

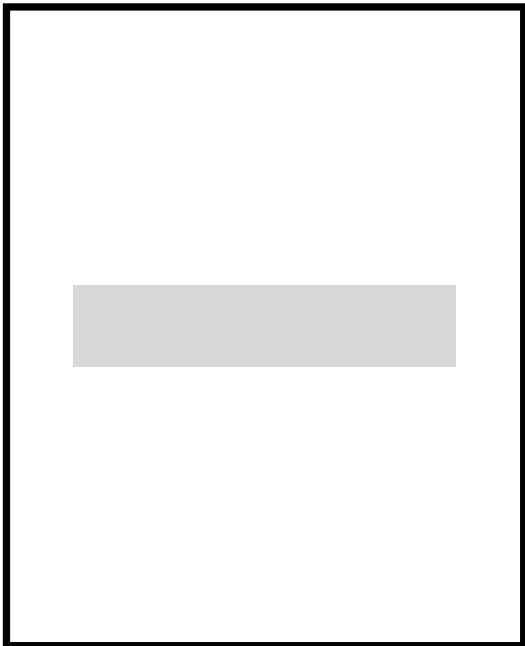
Side banner: Topics by month

Sizes, Specs & Pricing:

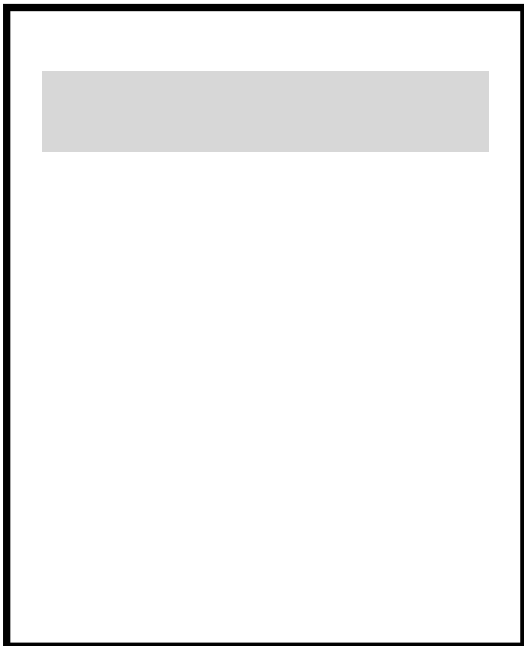
468 x 60	Mid-page Content Upgrade	20 KB	\$550/post
728 x 90	Leaderboard	25 KB	\$1,950/month
300 x 250	Square Side Banner	20 KB	\$975/month

WEBSITE BANNER & BLOG AD MOCKUPS

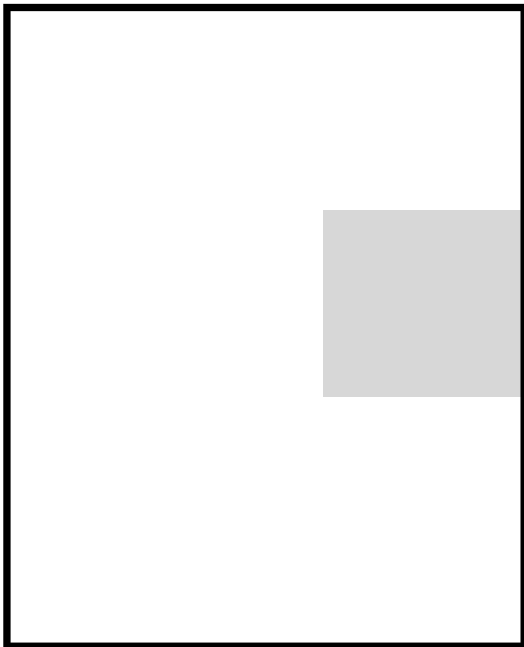
468 x 60
Mid-page Banner



728 x 90
Leaderboard



300 x 250
Square Side Banner





ADVERTISING OPPORTUNITIES BY CHANNEL

E-NEWSLETTER ADS

Align your marketing message & exclusive offers in our highly targeted monthly e-newsletter.

The Traveler's Q e-newsletter is sent to more than 500 highly targeted subscribers each month. The banner ad of your choice will allow you to push your marketing message to our engaged subscriber list and drive targeted traffic to your website. We'll even work with you to align your ad content and offer(s) with our editorial content to increase conversions.

Banner ads are limited and first-come, first-served. Email admin@travelersq.com for availability.

Sizes, Specs & Pricing (click [here](#) to view ads):

700 x 100	Full-width Banner (above footer)	25 KB	\$475/email
180 x 600	Skyscraper	25 KB	\$950/email
300 x 250	Middle Content	20 KB	\$950/email

List rentals and exchanges are available upon request. Email admin@travelersq.com for details.

CONTENT SPONSORSHIPS

Achieve brand exposure the right way – through value-added content your audience will like & share!

The best way to reach our audience is through value-added content. Sharing e-books, travel guides, infographics, checklists, and more has helped us exponentially grow our business – so we know it can do the same for you! Join us in keeping your customers and prospects happy with exciting sponsored or co-branded content in a format and on a topic you choose.

Pricing:

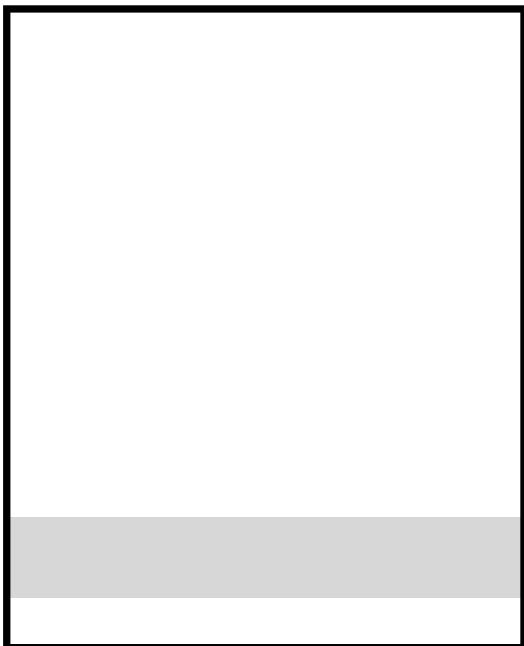
Sponsored Content	Add your logo and website	\$750/content piece
Co-branded Content	50/50 effort; includes social sharing	\$1,500/content piece

Need help designing or writing a post? Email admin@travelersq.com to learn how we can help.

E-NEWSLETTER AD MOCKUPS

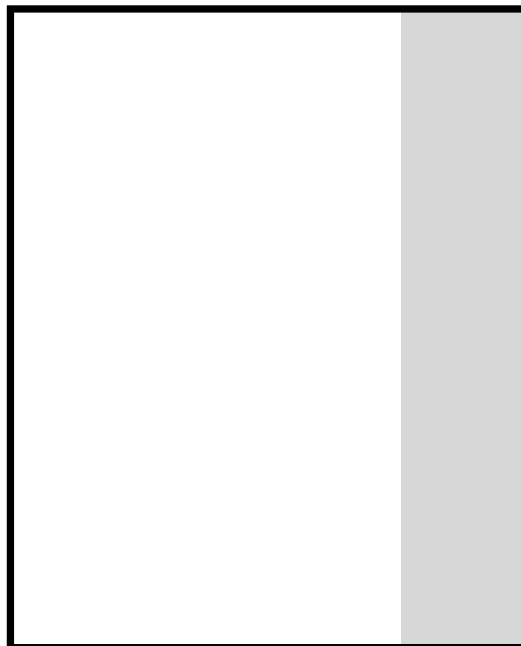
700 x 100

Full-width Banner (above footer)



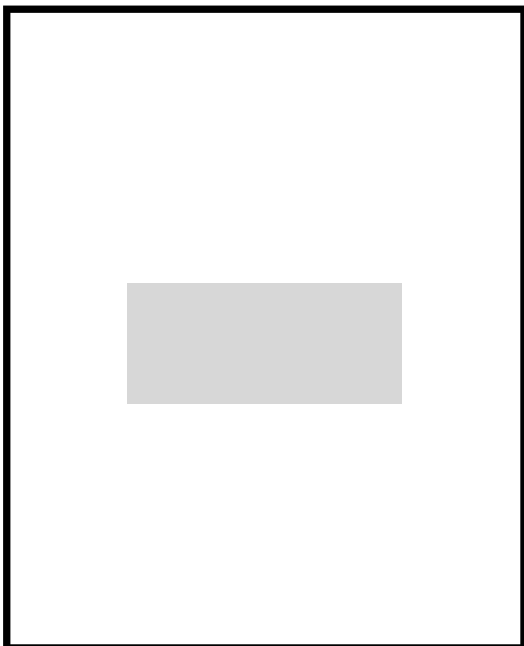
180 x 600

Skyscraper



300 x 250

Middle Content





ADVERTISING OPPORTUNITIES BY CHANNEL

SOCIAL MEDIA SPONSORSHIPS

Showcase your brand in an authentic, trustworthy way across any or all of our social platforms.

Social media and influencer marketing are changing the way we advertise our products and services to our target audience. We've found that social media sponsorships are one of the most creative, effective ways to reach audiences. If you have a message you want to share beyond your typical social network, this could be the sponsorship opportunity you need!

Pricing:

Instagram/Facebook/Twitter	Giveaway	\$500/\$450/\$250
Instagram/Facebook/Twitter	Sponsored Post	\$5/\$3/\$1 per click
Instagram/Facebook/Twitter	Mention/Share	\$200/\$150/\$75
Nomadness Tribe (60K followers)	Post (limited availability)	Contact Us for Pricing

List rentals and exchanges are available upon request. Email admin@travelersq.com for details.

GUEST POSTING OPPORTUNITIES

Add valuable brand exposure and get permanent backlinks to your website through guest posting.

Our blog accounts for nearly one third of all website traffic, which means you'll get access to nearly 15,000 engaged readers each year, or 1,250 readers each month. While we do not permit direct advertising within a guest post, we do allow links in your bio and to certain value-added pages or content on your website

Not sure how to best educate our readers? Email admin@travelersq.com for guidance.

Price per guest blog post: \$875



ADVERTISING OPPORTUNITIES BY CHANNEL

EVENT MARKETING SPONSORSHIPS

Sponsoring one of our own well-attended events or events we partner with each year will provide your brand exposure to travelers, event planners, and other industry professionals worldwide. If you are looking to develop deep relationships with individuals, decision makers, or small business owners in the travel industry, this opportunity is perfect for you!

Contact us for available event sponsorship opportunities and pricing.

Need graphic design or marketing support? Email admin@travelersq.com for options and pricing.



CONTACT US

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