



**Skal International**  
Trusted Voice in the Travel & Tourism Industry  
*"Doing Business Among Friends"*

**Would you like to Communicate with and Sell  
Your Products or Services to SKAL USA Members  
And  
Industry professionals ?**



**NEWSLETTER MEDIA KIT**

## Did you know ?.

**Skål** is the only international professional organization of tourism leaders around the world, promoting global tourism and friendship. It is the only international group uniting all branches of the travel and tourism industry.

Did you know that Skål International today has more than 15,000 members in 360 clubs throughout 89 nations?. Most activities occur at the local level, moving up through National Committees, under the umbrella of Skål International, headquartered at the General Secretariat in Torremolinos, Spain.

Its members, the industry's managers and executives, meet at local, national, regional and international levels to discuss and pursue topics of common interest, DOING BUSINESS AMONG FRIENDS.

SKAL USA is the national Committee of SKAL Clubs in the US. Today there are 47 clubs in the nation with over 2,000 members.

### Target

"**SKAL USA Newsletter**" is on the radar of the most important Travel industry professional members in the US who are members of SKAL USA as well as SKAL International members who belong to chapters in 86 countries with potential of 15,000 members.

It is our goal to bring our Sponsors key exposure on their products that will target the SKAL USA Members communities, in need of new products, services, jobs, and ideas.

"Skål USA Newsletter is distributed on a quarterly basis to ALL SKAL USA Members.

Whether you run a small or large business, we have affordable ways to attract new buyers to you. Just tell us what you want and we will come up with interesting ideas, helping the exposure of your Services and products. Together, we can certainly find the best way to help your business connect with all SKAL USA Members and enable them to do business with you.



**TO ADVERTISE CALL  
1-407-468-0630  
OR SEND US AN E-MAIL TO:  
[skalusa@buses.org](mailto:skalusa@buses.org)**

# Media Kit SPECS



## 4 color (CMYK) rates (gross)

BackCover 8.5 x 11 Extra <b>\$50.00</b> Monthly
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Page 02 or Penultimate Page 8.5 x 11 Extra <b>\$25.00</b> Monthly
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Full Page 8.5 x 11 <b>INCLUDED</b>
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Minimum 2 or 4 issues contract <b>Full</b> Page AD \$350.00 or \$500.00 monthly per AD	Minimum 2 or 4 issues contract <b>Half</b> Page AD \$250.00 or \$350.00 monthly per AD
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- **Frequency** Quarterly
- **Size** Magazine 11" x 8.5"
- **Circulation** 8.5 E-mail list + 2000
- **Readers**
- **Distribution** SKAL USA 47 Clubs E-mail list
- **Date of publication** On quarterly basis
- **Deadline for commercial ADs** t Jan – May – September and November in the year

**Determined Position: Plus 20%**

## General Information:

### Ad File Information

- All electronic ads must be Mac compatible  
Accompanied by color proof
- **Format: Adobe Acrobat (PDF).** All resulting PDFs must be in press resolution CMYK. All Fonts Embedded
- Files converted to CMYK

### Safety

All content must be 1/4 inch from trim on all sides

- **Gutler safety:** 3/16 inch each side (total 3/8 since)

### Display AD - art Production

Artwork supplied by client must be sent in the following formats, **Preferred Format: Adobe Acrobat (PDF)**. All resulting PDFs must be in press resolution CMYK. All Fonts Embedded for MAC or PC platform:

- PDF, JPG, TIFF, EPS and Photoshop PSD

The artwork must be in high resolution 200 dpi minimum. For color artwork, CMYK format is required. We accepted artwork in CDs, ZIP Disk or by e-mail:  
marcelo@brazilconnectus.com

Any Advertising created by the production department of Brazil Connect Magazine is subject to production charges. Advertising material delivered past deadline may be subject to additional charges.

### Ad Production per insertion:

- Full Page: \$195

**Terms -** Prices are NET and payment is due by automatic debit Credit Card on file or upon receipt of invoice. Cancellation is accepted in writing by the 180 days of prior month published. No refunds. Prices are for each published AD.

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**Please send the files smaller than 2MB to:**