



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 ?



WEB SITE 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 [Website](#)**" 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.



Skal USA Website also serves as a resource for Travel & Tourism Industry members.

In the past 12 months, Skal USA has reached out to an audience of 12 million through media visibility that attracts more visitors to the Skal USA Website www.skalusa.org

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**

Media Kit SPECS



4 color (CMYK) rates (gross)

Mid Page/
Side L/R
8.5 x 11
Extra
\$50.00
Monthly

Bottom Page
Side L/R
8.5 x 11
Extra **\$25.00**
Monthly

Top Page
Side L/R
8.5 x 11
Extra **\$100**
Monthly

Minimum 6 or 12 months
contract AD **\$350.00** or
500.00 monthly per AD

- **Frequency** Monthly
- **Size** Website 11" x 8.5
- **Visitors** +500 monthly

- **Deadline for commercial**
ADs the 15th day of the month
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 live matter must be 1/4 inch from trim on
all sides

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

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 my 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: skalusa@buses.org