



HEADLINER SERIES

Dedicated Headliner Online E-Supplement
English or French \$8,500 / National \$12,500

An Open Jaw Headliner is a sponsored e-supplement which delivers that all-important 'wow factor' as well as in-depth product education for travel agents. Each is customized to showcase a supplier, a destination, a travel theme or a grouping of coop partners. Open Jaw designs, writes and produces the content for each dedicated supplement. A newsletter is also produced and delivered to 20,000+ travel agents. The Open Jaw Headliner delivers broad visibility and in-depth product education.

Coop Marketing: A Headliner supplement is ideal for featuring one or more coop partners.

Open Jaw designs, writes and produces the content for the dedicated supplement which includes:

- **3 Feature Articles:** Content for these is based on telephone interviews and supplied background material.
- **Video:** Filmed interview with company representative.
- **Interactive Quiz, Game and Prize:** Open Jaw will create a quiz module to promote education. Client receives database of entries.
- **Beauty Shots:** Top right headers serve as an image gallery.
- **Skin:** The design includes a themed skin or background image.
- **Banner Ads:** The issue is populated with client or coop banner ads and offers.
- **Dedicated Newsletter:** A dedicated newsletter driving traffic to the supplement is delivered to the Open Jaw database of 20,000 readers.



The supplement will also be featured in banner ads on the Open Jaw website and in the daily News Brief for 2 weeks.

View past issues in the [library](#)