

# Open Jaw

The Biggest Reach, The Highest Frequency

## Advertise With Open Jaw!

What do Canadian travel agents have with breakfast? A big helping of Open Jaw. We have the eyes and ears of Canadian travel professionals, every day of the week. If you want your message seen and heard, Open Jaw is the place to be.

### What is openjaw.com?

Open Jaw is the online briefing centre for the Canadian travel industry. Today's agent needs quick, easy, IMMEDIATE access to real travel intelligence - news, trends, last-minute specials, marketing tools, e-learning materials and more.

It's all there on Open Jaw. With today's speed of business, yesterday's news is... something you've already seen on Open Jaw.

**Open Jaw offers the widest possible range of options for any company seeking to reach Canadian travel professionals.**

**Inform on Open Jaw:** Post your press releases, sell offs and special offers on the fax board™. You can even arm agents with sales materials by using the Flyer Maker section. Agents can customize your flyers with their own logo and contact information.

**Advertise on Open Jaw:** Click-through display ads open mini-sites where you can provide detailed information or feature contests and interactive games. Ad concepts and design are included in our competitive rates.

**Educate on Open Jaw:** Open Jaw's video training programs give agents the opportunity to learn directly from you, from virtual sales calls to virtual FAMs.

Every month, Open Jaw the premier B2B website, logs over 40,000 visitors. Open Jaw is the clear winner among online information sources for Canadian agents. In an unaided awareness question on websites providing general information, **Open Jaw was named 1st for both top of mind awareness and usage.**

### News

- **Daily News Summaries**
- **Product News** – Supplier updates (from fax board™)
- **Search** – by News category or keyword

### Industry Observations

- **Ivanna Gabbalot** – Off-colour industry columnist
- **Periscope** – Industry opinions
- **On The Town** – Event coverage
- **Cartoon**

### TV & Radio Shows

- **The Pink Couch** – TV interviews with industry players
- **Jaw Dropper** – Radio summary of daily news and product specials
- **Training Videos** – Learn-o-Matic, Virtual Presentation or Virtual FAMs

### Agent Tools

- **Flyer Maker**
- **Fax Board™** - Current supplier bulletins
- **Jobs Board**

### Headliner

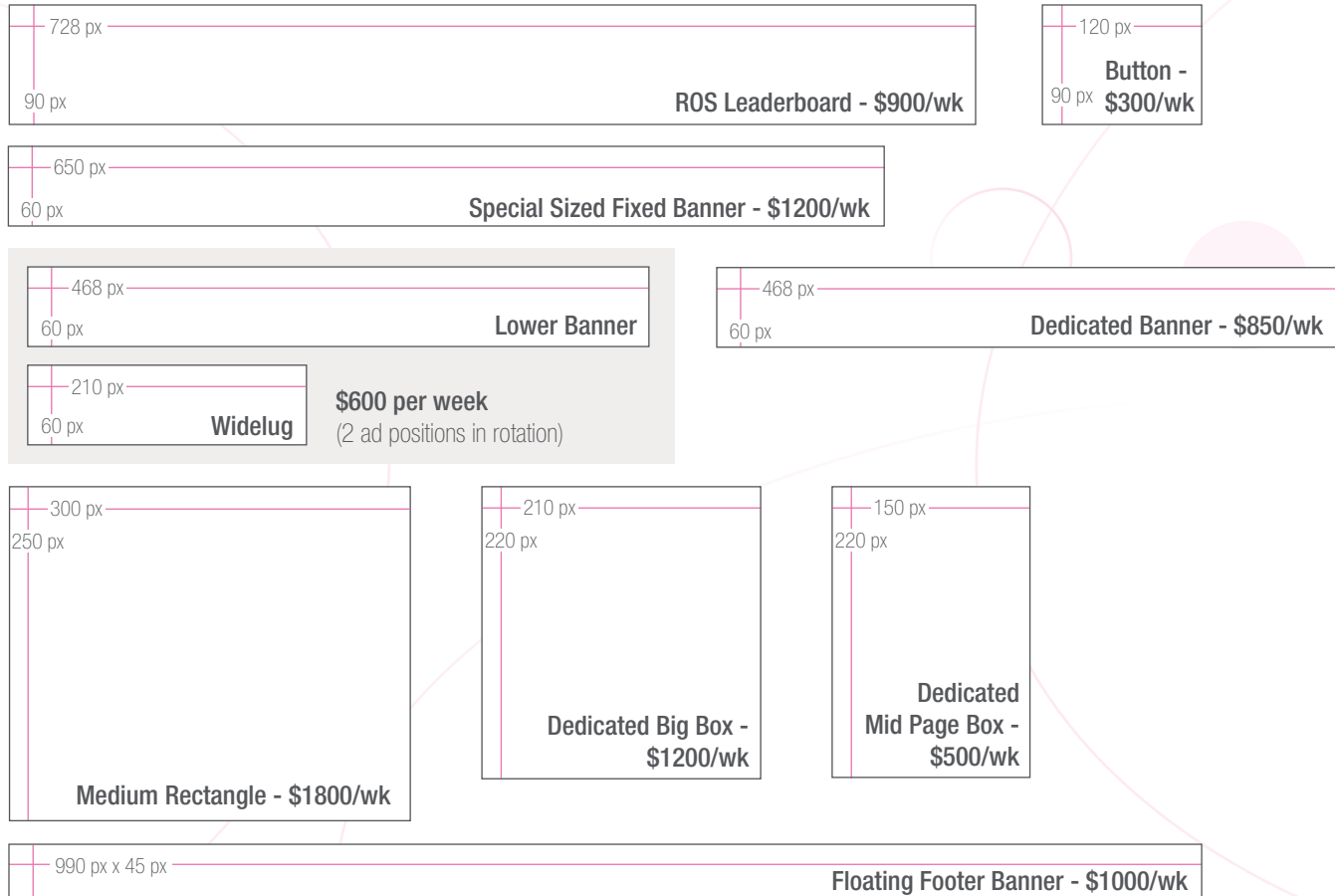
#### Dedicated Promotional Online Supplement

- Advertorial articles
- Video interview
- Quiz
- Dedicated newsletter

# Open Jaw

is the information source  
 travel agents read first

## ONLINE BANNERS [Click here for ad positioning](#)



**ROS Leaderboard - \$900/wk**  
 Dimensions: 728 px wide, 90 px high

**Button - \$300/wk**  
 Dimensions: 120 px wide, 90 px high

**Special Sized Fixed Banner - \$1200/wk**  
 Dimensions: 650 px wide, 60 px high

**Lower Banner**  
 Dimensions: 468 px wide, 60 px high

**Dedicated Banner - \$850/wk**  
 Dimensions: 468 px wide, 60 px high

**Widelug**  
 Dimensions: 210 px wide, 60 px high  
**\$600 per week**  
 (2 ad positions in rotation)

**Medium Rectangle - \$1800/wk**  
 Dimensions: 300 px wide, 250 px high

**Dedicated Big Box - \$1200/wk**  
 Dimensions: 210 px wide, 220 px high

**Dedicated Mid Page Box - \$500/wk**  
 Dimensions: 150 px wide, 220 px high

**Floating Footer Banner - \$1000/wk**  
 Dimensions: 990 px x 45 px

## MAKE YOUR ADVERTISING WORK HARDER

Open Jaw custom creates Headliners, live web training events, games, animations, contests, quizzes and surveys.

It's easy with Open Jaw – we do the work. You get a successful promotion.

## AT NO CHARGE

Open Jaw provides tremendous added value to advertisers.

**E-mail blasts:** banner ads appear in the daily News Brief to 20,000+ subscribers at no charge

**Editorial:** filmed interview is included in larger advertising packages.

## HEADLINER

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. Headliners are ideal for co-op partner promotions. 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. [Click here for some examples](#)

A newsletter is also produced and delivered to 20,000+ travel agents.

Cost: \$8,500

[Details](#)

## ONLINE TRAINING

### Learn-o-Matic

The Learn-o-Matic is a fully automated, on demand, training module produced and distributed by Open Jaw.

- 4-5 minute video sales presentation synchronized with 10-12 PowerPoint slides
- Electronic quiz
- 2 weeks home page presence; 2 dedicated e-mail blasts and housed on Open Jaw for 6 months
- All respondents' names & contact info are tracked and forwarded at end of promotional period

Cost: \$4,900

Results: - approx. 2,000 agents will view the training  
 - 500-800 returned quizzes

*Compare: \$2.45 per agent for a Learn-o-Matic  
 vs \$150 per agent for a lunch presentation*

[Click here for an example](#)

## GAME

Open Jaw creates customized online games to incentivize promotions or product training. Creative, copy writing, programming & promotion on the site and in daily e-newsletters, as well as 2 dedicated e-blasts are included. You will receive a spread sheet of all respondents.

Cost: \$10,000

## VIRTUAL PRESENTATION

The next best thing to being there!

If you are looking to train thousands of travel agents on your product, Open Jaw produces & distributes on demand video presentations by your representative. A quiz is included.

Cost: \$4,000

## VIRTUAL FAM

Provide thousands of travel agents with the opportunity to virtually visit your resort, cruise ship or destination.

Cost: \$10,000 + expenses

## FAX BOARD™

The Open Jaw fax board™ is an online replacement for traditional faxing and e-spamming. A self-serve interface allows suppliers to reach thousands of agents with special offers, product updates, press releases -- 24/7.

|             |                        |        |
|-------------|------------------------|--------|
| Tin Foil    | - 20 postings          | \$500  |
| Bronze      | - 200 postings         | \$2500 |
| Silver      | - 300 postings         | \$3500 |
| Gold        | - Unlimited postings   | \$5000 |
| Logo Button | - Branded Sorting Tool | \$5000 |

# Open Jaw

## RATE CARD

### BANNER ADVERTISING

|                            |                       | Open Jaw<br><i>per week</i> | Open Jaw and<br>J'ai Mon Voyage (Quebec)<br><i>per week</i> |
|----------------------------|-----------------------|-----------------------------|---|
| Medium Rectangle           | Dedicated Left Column | \$1800                      |   |
| Big Box                    | Dedicated Home Page   | \$1200                      | \$1600  |
| Special Sized Fixed Banner | Run of Site           | \$1200                      |   |
| Voken                      | Home Page             | \$1200                      |   |
| Floating Footer Banner     | Dedicated Home Page   | \$1000                      |   |
| Leaderboard                | Run of Site           | \$900                       | \$1500*   |
| Banner                     | Dedicated Home Page   | \$850                       | \$1250  |
| Lower Banner & Widelug     | Run of Site           | \$600                       |   |
| Mid Page Box               | Dedicated Home Page   | \$500                       |   |
| Button                     | Dedicated Home Page   | \$300                       |   |

\*only available on home page

[Click to see ad positioning](#)

### E-MAIL SPONSORSHIP

#### No Charge/Added Value

Open Jaw site banner advertising rates above include minimum twice weekly presence on Open Jaw's daily e-mail brief and/or fax board™ e-blast to 20,000+ subscribers.

#### Sold Separately

Open Jaw daily e-mail brief or fax board™ e-blast sponsorship only:

- Leaderboard - \$3,000 per month

### HEADLINER SERIES

#### Dedicated Online E-Supplement \$8,500

The Open Jaw Headliner delivers broad visibility and in-depth product education. With the Open Jaw Headliner, you also have the opportunity to work with your co-op partners.

Open Jaw creates, produces and writes the content for the dedicated supplement. ... [click for details](#)

## YEARLY FAX BOARD™ CONTRACTS

|                          |                      | All Regions          |
|--------------------------|----------------------|----------------------|
| Tin Foil                 | 20 postings          | \$500                |
| Bronze                   | 200 postings         | \$2500               |
| Silver                   | 300 postings         | \$3500               |
| Gold                     | Unlimited postings   | \$5000               |
| Logo Button              | Branded Sorting Tool | \$5000               |
| Flyer Maker              |                      | no additional charge |
| Product News in Newsroom |                      | no additional charge |
| Featured Posting         |                      | \$200 per posting    |
| Jaw Dropper Sponsorship  |                      | \$300 per insertion  |

## TRAINING VIDEOS

|   |                     |
|---|---------------------|
| Virtual Presentation                                  | \$4000              |
| Virtual FAM   | \$10,000 + expenses |
| Learn-o-Matic training video - production & placement | \$4900              |
| Live Interactive Q&A Video Broadcast                  | \$5000              |

## JOBS BOARD

|             |        |
|-------------|--------|
| 1 posting   | \$50   |
| 5 postings  | \$200  |
| 10 postings | \$350  |
| Unlimited   | \$1500 |

# Open Jaw

## RATE CARD

### NOTES

**Run of Site** - Ads will appear on all Open Jaw pages in rotation with a maximum of 3 other advertisers per position, unless otherwise advised.

**Voken** - A voken or interstitial ad is an animated graphic element which traverses an Open Jaw page. All vokens must be approved by Open Jaw and cannot traverse another advertiser's position.

**Flyer Maker category on the fax board - FREE BONUS MARKETING TOOL** - template allows travel agents to brand your flyer and re-distribute to their clients instantly.

**Featured Posting - STAND OUT!**  
You can highlight any of your fax board™ postings with one click. That posting will instantly appear as a bold listing, and as a text box ad on Open Jaw's home page, fax board™ and e-mail. It's all automatic!

**Product News** - Postings to the Product News category of the fax board™ will automatically appear in the Newsroom's daily news lineup and in the Product News tab.

**Jaw Dropper** - Audio program headlining one supplier offer each day - includes audio summary of your product message, headline and link to the audio on both Open Jaw's Homepage and e-brief for that day plus headline & link on Open Jaw's Newsroom.

**Learn-o-Matic** - Includes video capture and synchronization with your PowerPoint presentation, Open Jaw home page presence for 2 weeks and training section presence for 6 months, 2 dedicated e-blasts and follow up quiz.

**Virtual Presentation** - Includes a 6-7 min. filmed interview of your company representative with b-roll overlays as well as a dedicated landing page and e-blast. The final product is featured on the Open Jaw home page and news brief for 2 weeks and in the Training Videos section for as long as the material is relevant.

**Virtual FAM** - These popular 8 min. videos are filmed on location with an Open Jaw host. Also included are banner ads linking to your video's promo page, a quiz, 2 dedicated e-blasts as well as placement in Open Jaw's e-newsletter.

At the end of the promo period, you will receive contact info for all quiz respondents.

**Jobs Board - Each posting is valid for 7 days.** Easy self-serve interface allows you to upload your pdf, jpg or html format ad directly to Open Jaw's Jobs Board.

**French language site** - Jaimonvoyage.ca is Open Jaw's French language partner with Québec distribution. J'ai mon voyage ad placement includes daily e-mail and home page placement on web site. (i.e. no ad rotation)

# Open Jaw

## RATE CARD

### AD SPECS

**Medium Rectangle** - 300w x 250h pixels, max 3 rotating panels and under 40kb.

**Big Box** - 210w x 220h pixels, max 3 rotating panels and under 20kb.

**Special Sized Fixed Banner** - 650w x 60h pixels, static and under 40kb.

**Floating Footer Banner** - 990w x 45h pixels, static and under 30kb.

**Voken** - Produced in-house with your supplied vector assets.

**Leaderboard** - 728w x 90h pixels, max 3 rotating panels and under 40kb.

**Banner** - 468w x 60h pixels, max 3 rotating panels and under 20kb.

**Widelug** - 210w x 60h pixels, max 3 rotating panels and under 15kb.

**Mid Page Box** - 150w x 220h pixels, max 3 rotating panels and under 20kb.

**Button** - 120w x 90h pixels, max 3 rotating panels and under 15kb.

**For e-newsletter inclusion** - With all ad creative submitted, please provide 468x60px, 210x220px and 210x60px static .gif or .jpg versions suitable for placement on a white background.

**Open Jaw accepts HTML5 ads & 3rd party ad tags**  
**We can no longer accept ads produced in Flash**

#### **Please note:**

Rotating panels should contain new information -- we do not permit flashing ads.

### DEADLINES

Web-ready ads are required one week prior to placement.

If Open Jaw is producing, materials are required minimum two weeks prior to placement. Please provide logos in vector format.