

## BYT *Agent* Advertising Opportunities

### About BYT *Agent*

*[budgetyourtrip.com/travelagent](http://budgetyourtrip.com/travelagent)*

BYT *Agent* is a suite of online tools for travel agents, designed to help agents with everyday tasks such as managing clients, creating itineraries, finding suppliers, and more. In order to use the tools, travel agents must register on the site. Several of these tools are available for free (such as the Supplier Reviews and Client Manager), while others are available for an inexpensive monthly fee.

The suite of tools harnesses an **active** and **dedicated** audience of travel agents currently engaged in the research and planning phase for their clients. This captive audience presents an ideal scenario to showcase travel products and services to agents. As travel agents return to the suite of tools to conduct their business on a daily basis, the opportunity to instill a pervasive and ongoing marketing campaign is much greater than on other non-interactive websites.

As a new service, BYT *Agent* has several hundred active travel agents. Due to a recent restructuring of pricing plans, including a free plan, membership is growing.

Currently, BYT *Agent* is offering **special introductory rates** for Ad Placements within the suite of tools during this initial growth phase.

### Ad Placements and Offerings

Run of Site (ROS) ads are available within the suite of tools for travel agents, targeted specifically to agents conducting their regular business activities.

Additionally, the option to be listed as a **featured supplier** of travel products is available. One component of the suite of tools is a listing of thousands of supplier companies, of which agents can search, rate, and review. As a featured supplier, your company will be listed at the top of all relevant supplier listings. (Suppliers may submit their own company information for our listings.)

## Advertising Rates

<b>Run of Site Ad Package (ROS)</b>	
Targeting travel agents Max ad rotation: 8 300x250, 728x90, 468x60	\$150 /month, or \$400 for 3 months <i>(special introductory rate)</i>
<b>Featured Supplier Listing</b>	
Have your company information appear at the top of supplier lists	\$250 /year

## Contact

For inquiries or ad purchases, contact Bryan Tighe at [bryan@budgetyourtrip.com](mailto:bryan@budgetyourtrip.com). Visit [www.BudgetYourTrip.com/travelagent](http://www.BudgetYourTrip.com/travelagent) for more information.

## Ad Specifications and Sizes

Ad images must be in JPG or GIF format, or Flash, under 50k in size. When purchasing a package, provide the images specified below and the click-through URL. (Or provide links to the images if self-hosting.)

The BudgetYourTrip.com staff can create banner images upon request.

### **300x250 Rectangle**

Width: 300 pixels | Height: 250 pixels | Size: 50 Kb or less | Format: jpg or gif, or Flash

### **728x90 Banner**

Width: 728 pixels | Height: 90 pixels | Size: 50 Kb or less | Format: jpg or gif, or Flash

### **468x60 Small Banner**

Width: 468 pixels | Height: 60 pixels | Size: 50 Kb or less | Format: jpg or gif, or Flash