



Technical Reality Publications

Rate Card 1 – August 1, 2003

(All Rates Are USD)

Technical Reality publishes a series of professional electronic e-mail-based newsletters for the travel and transportation industry. Each has unique editorial and readership characteristics and three are available, either separately or in combination, for advertising.

- *PS Inform* - An industry news headline service that distributes 3 to 6 short summaries each business day covering events of importance to the front-line travel distribution and the travelers they serve. The essence of PS Inform is timeliness and relevancy. Published since November 1998, PS Inform is read by travel agents, corporate travel managers, and others involved in making service decisions on behalf of travelers.
- *PS Connect* - A periodic educational newsletter that addresses industry issues, provides expert answers to questions submitted by members, publishes results from PositiveSpace member polls, product discussions and case studies, and more. Published since June 1998, PS Connect has broad editorial appeal and is read by travel distribution managers (agency and corporate), industry suppliers, journalists, and others interested in topical industry discussions.
- *TechNotes* - David Wardell's travel business and technology strategy newsletter, containing incisive, leading-edge commentary of interest to travel industry decision-makers of all descriptions. Published since 2000, TechNotes has among the most comprehensive list of key decision-makers and senior executives of any industry newsletter.

CIRCULATION

Current estimated circulation and estimated monthly messages for Technical Reality's electronic newsletter publications as of August 1, 2003

Publication	Circulation	Frequency	Monthly Messages
PS Inform	13,000	60 - 120	780,000 - 1,560,000
PS Connect	12,000	6 - 12	72,000 - 144,000
TechNotes	1,600	1 - 2	1,600 - 3,200

Finding the way to market your product to a broad travel industry audience within an affordable budget is challenging. Through our targeted Internet communication vehicles, we offer a solution. We have advertising ideas that meet a variety of budgets and, because our readers see multiple messages from us within a brief time window, you have the multiple exposures before your customer that it usually takes before they become aware of you and your product.

Technical Reality differs from other electronic media publications in several key ways:

- Our readership is 100% opt-in and is highly motivated, focused, and involved in the material we submit.
- We are well-known and widely respected throughout the travel industry,, and particularly within all aspects of the distribution community.
- We have a history of insightful, leading-edge publication focusing upon travel industry issues in all major trade publications, electronic and print, and a wide variety of respected news and consumer settings, including such prestigious publications as The Economist. We are among the most notable names in travel distribution publishing and enjoy the long-standing trust of our readers.
- Our publications are read by educated, upscale travel professionals, who are determined to stay on top of the news, be part of a close-knit community, and read articles that motivate, educate and inform them. Daily e-mails are sent to nearly 15,000 readers and the number of subscribers is growing at a rate of between one and two percent a week. Special, educational and informational publications are distributed periodically, carrying material written by many of the foremost experts in the industry.
- Our electronic publications are among the most closely read and widely followed in the industry. Our readers include:
 - Corporate travel management companies of all sizes and descriptions
 - Online travel companies
 - GDS and travel technology companies
 - Travel suppliers, airlines, hotel companies, and other vendors
 - Independent travel agencies, home-based agents and outside/independent sellers of travel
- Among our publications are those read by senior executives, consultants, and analysts throughout the travel industry. We can target a select audience based upon your requirements.

Our readers are highly motivated travel professionals who see themselves as contributing to the world in which they live and to their chosen industry. They are computer owners and generally much more focused upon electronic media, tools, and devices than is the general populace. They are used to getting their news and products from The Internet. Your customers associate your products with the places

you advertise, and Technical Reality routinely features unparalleled excellence in writing.

DAILY E-MAIL ADVERTISING (PS INFORM)

\$250.00

Each message contains a story preceded by your tagline and followed by your ad.

- Inventory: One ad per message
- Ad length: 1 line tagline (35 characters) plus 6 line ad (60 characters each) plus URL
- Price: \$250 per message with 10,000 guaranteed deliveries. Ads purchased in packages of 5 (distributed over any 30-day time period you choose) \$1,000.00
- Format: Plain text only
- Tracking: Weekly email report showing number of successfully delivered messages. Click-through tracking is also available on request using a positivespace.com URL.
- Submission: Submit the ad and text by e-mail 48 hours prior to the ad running. Design work provided by Technical Reality.

E-MAIL ADVERTISING (PS CONNECT- SPECIAL ISSUES)

- Inventory: Ads may be split and sold to multiple advertisers. Design work provided by Technical Reality. The graphic shows options for shared ads (non-competing) ads.
- Ad length: Subject to size restrictions as described; any combination of text or graphics (JPEG or GIF).
- Price: Based upon location (see graphic), with 10,000 guaranteed deliveries. Ads purchased in packages with PS Inform (5 PS Inform ads distributed over any 30-day time period you choose plus 1 PS Connect over the same time period) receive a 25% discount on the price of the total package
- Format: HTML
- Tracking: Weekly email report showing number of successfully delivered messages. Click-through tracking is also available on request using a positivespace.com URL.
- Content: Note that *Special Issues* are HTML format, accompanied by combined ads and comprise important editorial issues that attract wide reader interest. Consult the [Editorial Calendar](#) for availability.
- Submission: Ad and text must be provided by e-mail 48 hours prior to the ad running. Design work provided by Technical Reality.

Section A Size 450 X 580 \$300.00	Section B Size 230 X1160 \$250.00
Section C Size 450 X 580 \$150.00	

PS CONNECT Editorial or Article

E-MAIL ADVERTISING (PS CONNECT – REGULAR ISSUES) \$300.00

- Ad length: Up to 500 characters, plus URL Ad may contain 1 graphic approximately 100 x 100 pixels (JPEG or GIF)
- Price: \$300 per message with 10,000 guaranteed deliveries. Ads purchased in packages with PS Inform (5 PS Inform ads distributed over any 30-day time period you choose plus 1 PS Connect over the same time period) \$1,200.00
- Format: HTML or plain text
- Tracking: Weekly email report showing number of successfully delivered messages. Click-through tracking is also available on request using a positivespace.com URL.
- Content: Note that Regular Issues comprise scheduled material from the [Editorial Calendar](#) but may not be HTML-based and do not contain special editorial content. Consult the [Editorial Calendar](#) for availability.
- Submission: Ad and text must be provided by e-mail 48 hours prior to the ad running. Design work provided by Technical Reality.

E-MAIL ADVERTISING (PS CONNECT – E-MAIL BLAST) \$300.00

- Ad length: No restrictions
- Price: \$300 per message with 10,000 guaranteed deliveries.
- Format: HTML or plain text
- Tracking: Weekly email report showing number of successfully delivered messages. Click-through tracking is also available on request using a positivespace.com URL.
- Content: In place of a regular feature, PS Connect will “blast” an advertiser message to all subscribers. In effect, one advertiser “owns” the entire e-mail message. Please contact us for availability.
- Submission: Ad and text must be provided by e-mail 48 hours prior to the ad running. Design work provided by Technical Reality.

PUBLISHERS RECOMMENDATIONS \$1,000.00

Publisher Recommendations are available on a *limited basis* for products or services that meet our standards for quality and acceptability. Content, format, and distribution are the same as a PS Connect e-Mail Blast. In addition to the ad, the advertiser receives an 800-1,000 word write-up on the product or service in the form of a “Recommendation” from our editors.

All Recommendations are clearly identified in our publications as paid promotions that have met minimum standards of acceptability. They may be reprinted and reused by advertisers as long as they carry the same designation.

Advertisers are responsible for providing adequate documentation for their products and services and samples (where applicable), which are not returned even if the product does not qualify for a recommendation once reviewed. Publication fees are due when products are accepted for review.

Please contact us if you have products or services that you would like to propose for review under this program.

E-MAIL ADVERTISING (TECHNOTES)

\$300.00

- Ad length: Up to 500 characters, plus URL
- Price: \$300 per message with 1,500 guaranteed deliveries. Ads purchased in packages with PS Inform (5 PS Inform ads distributed over any 30-day time period you choose plus 1 TechNotes over the same time period) \$1,200.00
- Format: Plain text only.
- Tracking: Weekly email report showing number of successfully delivered messages. Click-through tracking is also available on request using a positivespace.com URL.
- Content: Note that TechNotes has fewer subscribers than our other publications but that it has a more senior-level, select readership. Issues comprise "Leading-Edge" material on important industry issues and timely topics. Editorial content is always of the highest quality. Consult the [Editorial Calendar](#) for availability.
- Submission: Ad and text must be provided by e-mail 48 hours prior to the ad running. Design work provided by Technical Reality.

TERMS

Payment in full is due in advance of scheduled run dates for all advertising. Long-term commitments (more than one month) are payable in advance on a monthly basis.

Note that all ad purchases paid in advance by credit card receive a 5% discount.

CONTACT INFORMATION

To discuss your requirements in detail and reserve an advertisement, please contact David Wardell at:

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