



# OpenJaw

Essential Curated News  
for Travel Professionals

THE BIGGEST REACH, THE HIGHEST FREQUENCY



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.



## Extra, Extra!

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.

### 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
- On The Town – Event coverage
- Cartoon

### TV Shows

- The Pink Couch – TV interviews with industry players
- Training Videos – Learn-o-Matic, Luxury, Virtual Presentation or Virtual FAMs

### Agent Tools

**Jobs Board** – Easy self-serve interface allows you to upload your pdf, jpg or html format ad directly to Open Jaw's Jobs Board.

### Headliner

#### Dedicated Promotional Online Supplement

- Advertorial articles
- Video interview
- Quiz
- Dedicated newsletter

### Advertise with Open Jaw!

E-mail [info@openjaw.com](mailto:info@openjaw.com) for advertising rate inquiries.

### Canada-wide Distribution

**15,000** English    **5,000** French

# Open Jaw

is the information source  
travel agents read first

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



## 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.



## Advertise on Open Jaw:

Click-through display ads are ideal for high impact brand awareness and maintaining top of mind visibility with the travel trade.



## Inform on Open Jaw:

Get your press releases noticed in our Supplier Hub.



**Pink Couch**

## Get Noticed on the famous Pink Couch!

TV interviews with industry players. Included free of charge with a minimum spend.

Contact us for details.



MEASURABLE • IMMEDIATE • CREDIBLE

**OpenJaw** Essential Curated News  
for Travel Professionals



**OpenJaw Québec**  
Mordus de l'industrie du voyage

## Bonjour Quebec!

Open Jaw Québec launched in December 2018 to serve French speaking Canadians the same quality news, editorial coverage and education focused on the Québec market.

[Click to visit Open Jaw Québec Page](#)

## FOLLOW US



## ONLINE TRAINING



Virtual Presentation

### Virtual Presentation

The next best thing to being there! These popular 6 min. on demand videos are filmed on location with an Open Jaw host. Quiz and a dedicated landing page are included.

The final product is featured on the Open Jaw home page and training section, is included in Open Jaw's e-newsletter for 1 week, and will receive 3 dedicated e-blasts. At the end of the promotional period you will receive contact information for all quiz respondents.

**COST:** \$4,700 English / \$4,700 French / \$6,000 National (best value)

**RESULTS:** - approx. 2,000-4,000 agents will view the training  
- 300-500 returned quizzes

### Learn-o-Matic

The Learn-o-Matic is a fully automated, on demand, training module produced and distributed by Open Jaw. A 4-5 minute video capture and synchronization of your company representative, PowerPoint presentation, quiz and a dedicated landing page. The final product is featured on the Open Jaw home page and training section, is included in Open Jaw's e-newsletter for 1 week, and will receive 3 dedicated e-blasts. All respondents' names & contact info are tracked and forwarded at the end of the promo period.

**COST:** \$5,400 English / \$5,400 French / \$7,200 National (best value)

**RESULTS:** - approx. 3,000 – 5,000 agents will view the training  
- 300-800 returned quizzes



Learn-o-Matic

## HEADLINER SERIES



Themed monthly e-supplement designed to educate travel agents on destinations, travel modes and profitable niches. With more and more agents seeking specialized knowledge, this is where you want to be.

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.

A newsletter is also produced and delivered to

15,000+ travel agents.

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](#)

**English or French Dedicated Online E-Supplement  
 \$9,500**





## ONLINE TRAINING

### Luxury

The Luxury section is modular in format and can be added to as deemed appropriate. Any and all of Open Jaw video training elements can be included, along with exclusive sponsorship. The final product is featured on the Open Jaw home page and Luxury training section, is included in Open Jaw's e-newsletter for 1 week, and will receive 3 dedicated luxury e-blasts. At the end of the promo period you will receive contact info for all quiz respondents.

The concept is based on a deep dive into luxury sales, educating travel agents on how to approach the market segment as well as providing specific product training on products.

**COST:** Contact us for details

### Virtual FAM

These popular 8 min. videos are filmed on location with an Open Jaw host and videographer. The final product is featured on the Open Jaw home page and training section, is included in Open Jaw's e-newsletter for 1 week, and will receive 3 dedicated e-blasts. At the end of the promo period you will receive contact info for all quiz respondents.

**COST:** \$10,000 + expenses

**RESULTS:** - approx. 2,000-6,000 agents will view the training  
- 300-500 returned quizzes

### 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 3 dedicated e-blasts are included. You will receive a spread sheet of all respondents.

**COST:** \$10,000

	English	Québec	National
Virtual Presentation	\$4,700	\$4,700	\$6,000
Learn-o-Matic	\$5,400	\$5,400	\$7,200
Headliner	\$9,500	\$9,500	\$13,500
Luxury	Contact us for details		
Virtual FAM	\$10,000 + expenses	\$10,000 + expenses	\$14,000 + expenses
Game	\$10,000		

# Open Jaw **RATE CARD 2023**



## BANNER Advertising

		English <i>per week</i>	Québec <i>per week</i>	National <i>per week</i>
ROS Leaderboard	Run of Site	\$1000	\$450	\$1400
Leaderboard	Dedicated Home Page	\$1200	\$540	\$1680
Medium Rectangle	Dedicated Home Page	\$1800	\$800	\$2520
ROS Medium Rectangle	Run of Site	\$1200	\$540	\$1680
Small Rectangle	Dedicated Home Page	\$1200	\$540	\$1680
ROS Small Rectangle	ROS Rectangle	\$845	\$380	\$1200
ROS Rectangle	Run of Site	\$600	\$300	\$870
Floating Footer Banner	Dedicated Home Page	\$1000	\$450	\$1400
E-mail Sponsorship	Daily Newsletter	\$1500	\$1000	\$2400
Skyscraper		Contact us for details		
Custom Banner		Contact us for details		
HIGH IMPACT	Voken	Home Page	\$1200 per week	
	Parallaxer	Article	\$5000 per month	
	Expandable Leaderboard	Homepage	Contact us for details	
	Skin		Contact us for details	
	Sponsored Content	Article	Contact us for details	
	Takeover Page		Contact us for details	
	Pushdown Ad		Contact us for details	
	Top Scroller Ad		Contact us for details	
	Pop-out Video		Contact us for details	

## AD Specs

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

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

**Small Rectangle** - 300w x 150h pixels, max 3 rotating panels and under 30kb.

**Floating Footer Banner** - 990w x 50h pixels, static and under 40kb.

**E-mail Sponsorship** - 600w x 300h static and under 60kb

**Skyscraper** - 300w x 600h under 60kb

**Parallaxer** - 770w x 600h pixels, under 100kb.

**Custom Banner** - Sizes available upon request.

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

**Open Jaw accepts HTML5 ads & 3rd party ad tags**

## 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.

# Open Jaw **RATE CARD 2023**

## BANNER Advertising

ENGLISH (E) / QUEBEC (Q) / NATIONAL (N)

728 px ————— Leaderboard ————— 90 px ROS - \$1000(E)/450(Q)/1400(N)/wk		
300 px — Medium Rectangle — 250 px ROS - \$1200(E)/540(Q)/1680(N)/wk DEDICATED - \$1800(E)/800(Q)/2520(N)/wk	300 px — Small Rectangle — 150 px ROS - \$845(E)/380(Q)/1200(N)/wk DEDICATED - \$1200(E)/540(Q)/1680(N)/wk	Custom ————— Contact us for details
1200 px ————— Floating Footer Banner ————— 100 px \$1000(E)/450(Q)/1400(N)/wk		

## Jobs Board

Each posting is valid for 7 days

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

## NOTES

**No Charge/Added Value** - Open Jaw site banner advertising rates above include minimum twice weekly presence on Open Jaw's daily e-mail brief to 15,000+ subscribers.

With all ad creative submitted, please provide 300x250 px static .gif or .jpg versions suitable for placement on a white background.

**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.



# Open Jaw TESTIMONIALS

## What our clients are saying about Open Jaw:



"Impact, reach and pertinent are the three words I would use to describe Open Jaw's video training modules. We're a repeat customer for a reason!"

- *Steven Larkin, Director Sales, Delta Air Lines*

"Nina and the team at Open Jaw are a pleasure to work with. Their passion for the travel industry is infectious and their unwavering support of travel professionals is the cornerstone of their guiding principles."

- *Justin C. French Regional Vice President, Canada and the Northern US – Carnival Cruise Line*

"I've been working closely with Open Jaw for 18 years now and their creativity, innovation and commitment to supporting suppliers achieve results is first class. Have you seen the app? I am a fan and for all the right reasons!"

- *Nino Montagnese, Managing Director, Air Canada Vacations*

## At recent Ensemble Conference

"Open Jaw! I signed up for your newsletter. I love your newsletter!"

- *Azamara SBDM, Lionel Garcia, based in US*



## What Travel Advisors are saying about Open Jaw:



"You do excellent work bringing the most up to date information to agents especially now that the trend is leaning towards the direction of "home based." You help us feel connected to the industry that we love. Thank you."

- *Sonya Thomas, Tie The Knot Vacations*

"Love everything about Open Jaw. The web page layout is great and easy to read on top of being a valuable tool with some humor thrown in."

- *Marie Therese Nyman, TTAND*

"Open Jaw is the only one I read daily - don't have time to read others, but I make it a point to read yours!"

- *Lisa Doney, Destination Travel and Cruise Centre*

## Unsolicited agent comments at Air Canada VIP Cocktail in Toronto

"Open Jaw is the only one I read"

"I start every Saturday morning with your Supplier Saturday email. Love it."

"I read Open Jaw because it talks to me."

## Unsolicited agent comments at Ensemble Conference

"I watch Open Jaw all the time!"

"I never miss an Open Jaw video"

"Hey! It's the pink lady!"

