

## ASTA Research Sponsorship

Reach ASTA travel agent members and non-members through sponsorship of existing ASTA Research and Reports. Our research is utilized by the entire travel industry from frontline agents to the press to large corporate agencies.

### Sponsorship Opportunities:

#### ASTA's Travel Agency Benchmarking Series

Each of ASTA's Travel Agency Benchmarking Reports are available for sponsorship. Your sponsorship is highlighted on the inside front cover and in the written introduction of the research. These reports include:

Travel Agency Benchmarking Reports	Publication Date
Supplier-Travel Agent Relationship Marketing Report	April 2015
Financial Benchmarking Report	February 2015
Technology and Web Usage Report	March 2015
GDS Report	March 2015
Labor and Compensation Report	January 2015
Service Fee Report	January 2015

ASTA's Premium members (150+ top agencies) receive copies of these reports as part of their membership package. All members (8,000+) receive a copy of the summary report and the full report is available for purchase to members and non-members. The reports are publicized through Press Releases, ASTA Dateline, ASTA Network Magazine and ASTA Smartbrief. The combined reach of these publications exceed 50,000.



#### ASTA's Independent Agents Report

The Independent Agents Report is published annually by ASTA. It is available for purchase by members and non-members. ASTA members receive a discounted price for this report. This report is publicized through Press Releases, ASTA Dateline, ASTA Network Magazine and ASTA Smartbrief.



## “Public” ASTA Reports

ASTA publishes annually these reports available to members (8,000+) and the public at large. Your sponsorship is highlighted on the inside front cover and in the written introduction of the research.

Public Reports	Publication Date(s)
ASTA Travel Agency Profile	Annual - February
ASTA Hot Spots Report	Annual - March
ASTA Travel Agency Revenue & Trends Report (twice a year)	Bi-Annual - March/July

The reports are publicized through Press Releases, ASTA Dateline, ASTA Network Magazine and ASTA Smartbrief. Sponsorship includes the Premium version of the report, the standard version and the summary report.

## Sponsorship Packages:

### Supporter Sponsorship:

- Your Company Logo on the Report
- Sponsorship acknowledgement in the written introduction
- Sponsorship acknowledgment in Press Release
- Sponsorship acknowledgment in direct emails to Premium members

### Leader Sponsorship:

Includes items from Supporter Sponsorship, plus:

- Full-page ad in all versions of the Report(s)
- Sponsorship acknowledgment on Research Page

## Sponsorship Pricing:

Research Supporter..... \$5,000

Research Leader..... \$10,000

All pricing is based on a six month commitment

**Call ASTA’s Research Department today at 703-739-6893 or email at [research@asta.org](mailto:research@asta.org) to discuss your marketing needs.**

