

THOR MARKETING PORTFOLIO

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INTRODUCTION

Thor, Inc. is an international travel services company that has been providing preferred services and products to the world's leading travel providers for nearly five decades. THOR's supplier partners benefit from a variety of programs and services including the THOR Hotel Program, THOR Car Program and THOR Services Program. THOR currently services 5,700 corporate, leisure and independent travel agencies around the world.

Our award-winning publications and marketing opportunities provide travel advisors with specialized travel information from the company and its partners:

- **THOR Advantage** – Quarterly magazine distributed digitally to over 6,500 travel advisors.
- **Supplier Notes** – Weekly Emails distributed to over 4,400 travel advisors.
- **Destinations** - Periodic Emails distributed to 4,400 travel advisors 6 times per year.
- **THOR's website** – offers member travel advisors access to secure supplier resources, preferred partner pages, online hotel directory and supplier travel agent deals.
- **Video On-Demand** – Provide your video or presentation to over 4,600 travel advisors.
- **Webinars On-Demand** – Live webinar or presentation, then have travel advisors take a quiz to see how much they learned.
- **Social media** – LinkedIn posts to further expand awareness of our partnership
- **Program Guide** - TAO – Travel Advisors Only, distributed digitally to over 4,600 details membership benefits, partner loyalty programs, industry rates, GDS Support, educational opportunities and so much more.

THOR's publications and sponsorships help our supplier partners stay competitive in a dynamic travel environment by providing timely and targeted marketing solutions. Advertise today and get your message out to THOR's travel agency community, for increased exposure and brand recognition!



AUDIENCE PROFILE

THOR has currently over 5,700 member travel agencies worldwide with access to **THOR Programs** (be that Hotel, Car or Other Services). **THOR Hotel Program** utilizes our **THR** Consortia and **THX** Promotional Rate Codes which are bookable via all major global distribution systems (GDS). Our **THOR Car Program** suppliers provide a dedicated THOR code or CD number which our agents can use when booking our preferred car suppliers. It is recommended that each of our preferred suppliers provide some sort of identification code our agencies can use to identify themselves as a THOR Agency. This code is then utilized and advertised in all communications to our Travel Agency Partners when promoting our suppliers.

Our 49-year legacy is very well known in the travel agency community, so make THOR your primary distribution channel.

GLOBAL FOOTPRINT

THOR Agencies YTD including large networks, TMCs and Independent agencies



KEY TRAVEL AGENCY MEMBER PARTNERSHIPS

THOR specializes in small to mid-sized single travel agencies, large network consortia / cooperative groups, top private and regional agencies as well as Corporate Travel Departments (CTDs). Our travel agencies deal in the corporate and leisure travel space and service clients from diverse industries such as entertainment, fashion, finance, news media, pharmaceuticals, oil and gas.

Here are a few of our top agency members:

TOP AGENCY MEMBERS

CLUB WYNDHAM TRAVEL – A global presence in 110 countries at more than 220 vacation ownership resorts and 4,300+ affiliated exchange properties distinguishes Wyndham Destinations as the world's largest vacation ownership, exchange and rental company. Each year the team of 25,000 associates delivers great vacations to millions of families as they make memories of a lifetime.

MARITIME TRAVEL INC. – Established in 1949 became the largest travel agency in Canada. Today, our retail operations consist of over 100 locations from coast to coast with 13 locations branded LeGrow's Travel in Newfoundland and Labrador, several branded Voyages Maritime in Quebec and Northern New Brunswick and the remainder branded Maritime Travel right across the country. Combined, our retail operations generate annual sales of over \$350 million and employ over 500 people.

FRONTIER LODGING SOLUTIONS – Frontier lodging solutions originated from a recognition that corporate and workforce accommodations coordination and management required a unique approach and execution. At the peak of their successful career in travel management, the company was working with over 600 corporate clients by the time they sold UNIGLOBE Travel in 2018. Frontier Lodging Solutions specializes in Workforce Accommodation, Projects & Crew and Corporate Travel Management.

VENUE OPTIONS – Founded in 1998 and based in Sheffield, United Kingdom, Venue Options are an award-winning industry leader, specializing in the provision of dedicated and personal accommodation, meetings and event management solutions.

CORPORATE TRAVEL DEPARTMENTS

MARY KAY INC. – Mary Kay is one of the top direct sellers of beauty products in the US. Today, 3.5 million independent beauty consultants demonstrate Mary Kay products in more than 35 countries around the world, generating over \$4 billion in sales. Headquartered in Addison, TX, Mary Kay Inc. has 5,000 employees.

SAS – A leader in business analytics software and services, and the largest independent vendor in the business intelligence market. The 10 in-house travel agents plan for over 13,000 employees.

CWC (COSTCO WHOLESALE CORPORATION) – Costco Wholesale is a multi-billion dollar global retailer with warehouse club operations in eight countries. Costco provides a wide selection of merchandise, plus the convenience of specialty departments and exclusive member services. Costco Travel is staffed by Costco employees who are trained travel professionals booking exclusively for Costco members.

CROWLEY TRAVEL SERVICES – Crowley Maritime Corporation is a U.S. owned and operated marine solutions, transportation and logistics company, providing services in domestic and international markets. Founded in 1892, the company generates more than \$2 billion in annual revenues and has approximately 5,300 employees.

AWARDS



Hospitality Sales & Marketing Association International Adrian Award
(adrianawards.com) Publication: THOR Advantage

The Hospitality Sales & Marketing Association International (HSMIA) recognized THOR Advantage for public relations excellence in the annual Adrian Awards Competition, the largest and most prestigious global travel marketing competition. THOR Advantage leads in a competition of nearly 1,300 entries from around the world, judged by top executives from all sectors of the travel industry.



Graphic Design USA, American Inhouse Design Award (gdusa.com/contests/)
Publication: THOR Advantage, Website: THORtravelservices.com

For years, THOR, Inc. has received an American Inhouse Design Award from Graphic Design USA in the website, newsletter and publication categories. The American Inhouse Design Awards is the original and premier showcase for outstanding work by in house designers, with only the top 15% of over 5,000 submissions being recognized for their work. It is a unique opportunity for Inhouse design, marketing and communications departments to be recognized for their talent, for the special challenges they face and for the contributions to their business and institutions.



Travel Weekly Magellan Awards (travelweeklyawards.com/winners/)
Publication: THOR Advantage

THOR Inc. has received both Gold and Silver Magellan Awards from Travel Weekly in the Online Travel Services / Print Advertising category. The Magellan Awards is the premier award for the travel industry. From design to marketing to services, the Travel Weekly Magellan Awards honors the best in travel and salutes the outstanding travel professionals behind it all.

MARKETING PACKAGES

Introducing our THOR standard marketing packages which offer the most value for money based on all THOR marketing opportunities. These are standard packages, and can be purchased as is or if a level or customization is needed, please contact us at marketing@THORtravelservices.com

The packages below outline the supplier's exposure to THOR agencies given for each level of partnership:

BRONZE – Cost \$20,000 USD (saving \$2,650)

- 7 Standard Adverts
- 6 Preferred Standard Adverts
- 1 Full page advert in an issue of THOR Advantage quarterly magazine
- 1 Custom issue of Destinations (based on a featured city)
- 1 Partner Page on our THOR Website
- 4 Travel Agent Deal postings (1 per quarter)
- 1 Partner Page in our TAO Travel Advisors Only Directory
- 4 Standard Posts on THOR Inc, LinkedIn Page

SILVER – Cost \$30,000 USD (saving \$3,050)

- 12 Standard Adverts
- 3 Preferred Standard Adverts
- 1 Exclusive Advert
- 2 Full page advert in an issue of THOR Advantage quarterly magazine
- 2 Custom issue of Destinations (based on a featured city)
- 1 Partner Page on our THOR Website
- 1 Leaderboard Banner Ad on the THOR Website
- 4 Travel Agent Deal postings (1 post per quarter)
- 1 Partner Page in our TAO Travel Advisors Only Directory
- 1 Full Page Advert in our TAO Travel Advisors Only Directory
- 4 Standard Posts (1 post per quarter) on THOR Inc, LinkedIn Page



GOLD – Cost \$50,000 USD (saving \$8,550)

- 17 Standard Adverts
- 4 Preferred Standard Adverts
- 4 Exclusive Advert (1 per quarter)
- 3 Full page advert in an issue of THOR Advantage quarterly magazine
- 3 Custom issue of Destinations (based on a featured city)
- 1 Partner Page on our THOR Website
- 1 Leaderboard Banner Ad on the THOR Website
- 8 Travel Agent Deal postings (2 posts per quarter)
- 1 Partner Page in our TAO Travel Advisors Only Directory
- 1 Full Page Advert in our TAO Travel Advisors Only Directory
- 1 Video on Demand (a pre-recorded or training video placed on THOR Website Partner Page)
- 8 Standard Posts on (2 posts per quarter) THOR Inc, LinkedIn Page

PLATINUM – Cost \$75,000 USD (saving \$11,300)

- 24 Standard Adverts
- 12 Preferred Standard Adverts
- 4 Exclusive Advert (1 per quarter)
- 4 Full page advert in an issue of THOR Advantage quarterly magazine
- 1 Double page meet the supplier spread in an issue of THOR Advantage quarterly magazine
- 4 Custom issue of Destinations (based on a featured city)
- 1 Partner Page on our THOR Website
- 1 Leaderboard Banner Ad on the THOR Website
- 12 Travel Agent Deal postings (3 posts per quarter)
- 1 Partner Page in our TAO Travel Advisors Only Directory
- 1 Full Page Advert in our TAO Travel Advisors Only Directory
- 1 Video on Demand (a pre-recorded or training video placed on THOR Website Partner Page)
- 1 Live Webinar with THOR Partner Agencies
- 12 Standard Posts on (3 posts per quarter) THOR Inc, LinkedIn Page

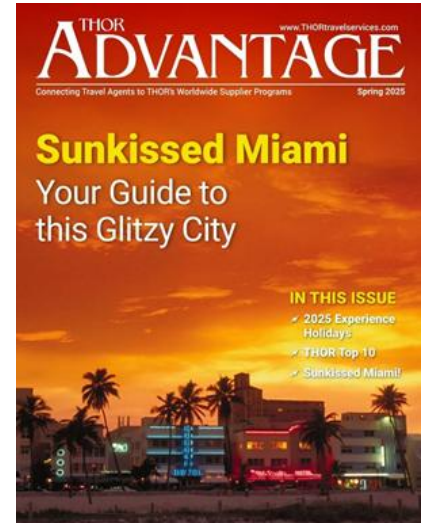
All our marketing packages are designed to give maximum exposure to each supplier participating in THOR Programs.

To learn more about our packages or to purchase a marketing package, please contact us by email at: marketing@THORtravelservices.com

INDIVIDUAL MARKETING OPPORTUNITIES

THOR ADVANTAGE

THOR Advantage is a quarterly email/digital magazine sent to member travel advisors. THOR Advantage has won many awards including the Travel Weekly Magellan Award, the HSMAI Adrian Award, and the Graphic Design USA – American Inhouse Design Award, among others, for its outstanding editorial, format and design. THOR Advantage provides travel editorial for each month's theme, highlights special supplier promotions, offers activities and contests, plus is archived online – giving suppliers maximum exposure for their money.



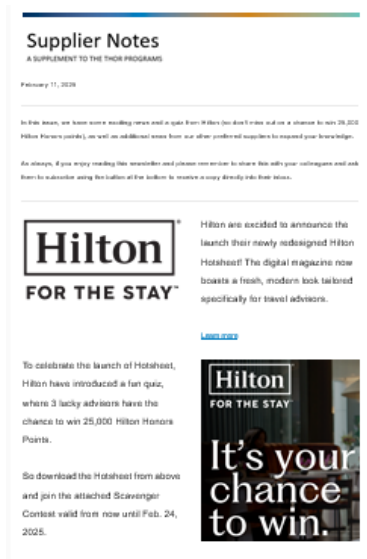
AD TYPE – DIGITAL	PRICE PER AD
Back Cover	\$1,000
Full Page	\$1,200
Half Page	\$800
Full Page Interactive	\$1,350
2-Page Spread – Interactive	\$2,000
Supplier Spotlight (Full Page)	\$1,350
Sponsor Email Ad	\$1,100



TAO – TRAVEL ADVISORS ONLY SUPPLIER PROGRAM GUIDE

Do you have a travel advisor or consumer loyalty program? Would you like a way to increase participation? TAO is your way to create awareness around your travel agency programs including industry rates and FAM's. This annual digital publication will inform THOR Member travel advisors how to enroll in your loyalty program, how to earn points and gifts through contests, and what programs are available just for travel advisors.

AD TYPE – DIGITAL	PRICE PER AD
Back Cover	\$1,900
Full Page	\$1,200
Half Page	\$800
Full Page Interactive	\$1,350
2-Page Spread – Interactive	\$2,000
Sponsor Email Ad	\$1,100



SUPPLIER NOTES

Supplier Notes is a weekly broadcast email sent to member travel advisors. Travel advisors receive up to two issues per week – a Regular issue on Tuesday's, and an Exclusive issue on Wednesday's.

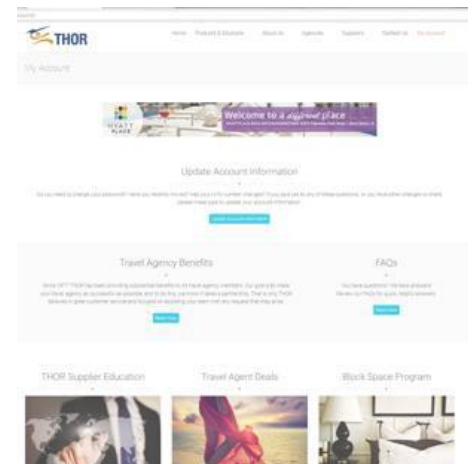
Supplier Notes is the most popular way to promote your company and reminds our agents of our partnership as well as sharing with them News, Short-term incentives, Education/Training and any Loyalty Programs.

AD TYPE	PRICE PER AD
Square Ad	\$550
Standard Ad	\$1,000
Supplier Event Ad (a month-long advertising campaign across 4 consecutive issues)	\$3,500
Preferred Standard Ad (Provides top placement)	\$1,100
Exclusive Ad (Your own dedicated special edition newsletter)	\$3,400

THOR WEBSITE

Website advertising on www.THORtravelservices.com provides suppliers with a full month of ad views. THOR's award-winning website provides member travel advisors with a host of resources including the THOR Hotel Navigator – our online hotel search engine, supplier education, news, deals and more.

AD TYPE	PRICE PER AD
Leaderboard Banner Ad (Details including loyalty program and brand comparison information)	\$1,250
Travel Agent Deal (One line offer with your name and locations, linking to a landing page of your choice)	\$300
Vertical Sponsor Ad (Dedicated vertical advert placed on our agency facing we page)	\$1,250
Supplier Partner Page (Dedicated page on our website, both public and agency facing site)	\$1,350





DESTINATIONS

Destinations is a broadcast email sent to member travel agents featuring YOUR chosen curated destination with articles, information and links about the city (where to stay, eat, sightseeing and how to plan their trip).

AD TYPE

PRICE PER ISSUE

Custom Issue

\$2,000

(Your custom issue includes Square and Standard Ads)

BRANDED VIDEO

THOR Supplier education section on the website provides you with an opportunity to promote your brand content to our THOR member travel advisors. Provide us with a video or simply post a link of your pre-recorded video or presentation.



AD TYPE

PRICE PER VIDEO

Promotional Video

\$3,000

(Includes 1 promotional email, prizes / giveaways provided by supplier, recorded by supplier, posted and archived on THOR's website for 1 year)



WEBINAR ON DEMAND

THOR educational webinars provide you with a unique opportunity to present your information to our THOR member travel advisors. We have the ability to post a link of your pre-recorded video or presentation. Optionally, pair this with a quiz to further engage viewers.

AD TYPE

PRICE PER VIDEO

Webinar on Demand

\$3,400

(Includes up to 3 promotional emails, prizes / giveaway(s) provided by supplier, recorded by supplier, posted and archived on THOR's website for 1 year)

SUBMISSION INSTRUCTIONS

Email: marketing@THORtravelservices.com

- Up to 10MB can be accepted by email.
- Files ending in .zip must be renamed to .zi_ or they will bounce back.
- Any PDF documents must be at Maximum 2MB in size (or will fail to load).

CONTENT DEADLINE GUIDLINES

PUBLICATION

THOR Advantage Magazine
Quarterly Publication Months:

CONTENT DEADLINE

1st of the month prior to publication
March, June, September, December

SUPPLIER NOTES

Preferred Ads, Standard Ads, Square Ads:
(PDF max file size 2MB)

Distributed Weekly on Tuesday's
(Content Delivery Dates to be provided on Marketing Plan)

EXCLUSIVE COMMUNICATIONS

Supplier Notes Exclusive Ads
Destinations
(PDF max file size 2MB)

Distributed weekly on Wednesday's
Distributed monthly
(Content Delivery Dates to be provided on Marketing Plan)

TAO – TRAVEL ADVISORS ONLY
Publication Month:

Content required by 1st of March
April

THOR WEBSITE
Leaderboard & Vertical Ads go live:

Annual Partner Page content required by 1st of March
1st of Each Month

TRAVEL AGENT DEALS
Complete form:
(PDF max file size 2MB)

Submitted as per business demand
www.THORtravelservices.com/deal-form

For more information, any questions or to discuss your marketing requirements / options, please contact us at:
marketing@thortravelservices.com