

Sabre Media

Advertising opportunities reaching the most powerful travel audience in the world.

Why waste your marketing budget with low-value ad networks?

Focusing on the right audience, marketing to only the most qualified of users is tremendously important. Identifying qualified customers within this vast landscape can be overwhelming.

Let *Sabre® Media* guide you with our **comprehensive Travel Agency Media and Online Advertising services.**

ACQUIRE	ENGAGE	CONVERT	RETAIN
Search Engine Optimization	Website Development	E-Marketing Tools Sabre Rewards Plus	Social Media Marketing
Pay-Per-Click Advertising	Mobile Solutions	Sabre PromoSpots	Email Marketing Management
Email Marketing	Online Merchandising	Hotel Spotlight	AgentStream
	Sabre Sign-In	Sabre Cruises	
	Creative Services		

Reach these valuable customers at **key points in the travel buying cycle** and provide a unique message at each point. *Sabre Media* allows you to build and execute measurable, targeted and creative campaigns; from premium placement, display advertising to social media and email marketing on all of the channels vital to the hotelier.

Our Travel Agency Media products allow you to reach:

280,000+ TRAVEL AGENTS	\$80 BILLION TRAVEL SPEND INFLUENCED	55,000+ TRAVEL AGENCIES	275M IMPRESSIONS PER MONTH
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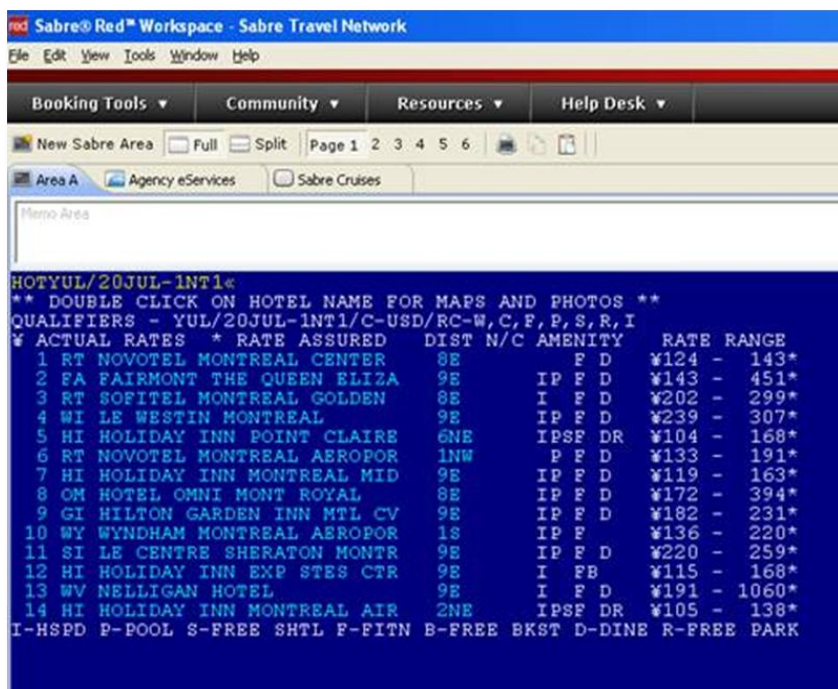
Sabre Hotel Spotlight

Premium Placement on the Sabre Hotel Availability Screen

Increase revenue by positioning your hotel in front of travel agents conducting over 4 Million hotel bookings per year. The *Hotel Spotlight*® program offers preferred placement on the Sabre® system that travel agents use to shop and book hotels.

The *Hotel Spotlight* program allows you to:

- **Secure premium placement** within Sabre’s world-leading GDS
- Outperform your competition, as Spotlight hotels do in 90% of all markets
- Compare look to book ratios of *Hotel Spotlight* and non-*Spotlight* participants on the airport or city codes you purchase
- Influence agents booking over \$8 billion in hotel room revenue per year
- Gain valuable marketing insight – Sabre is the only GDS that provides pre-production estimates and actual performance reports.

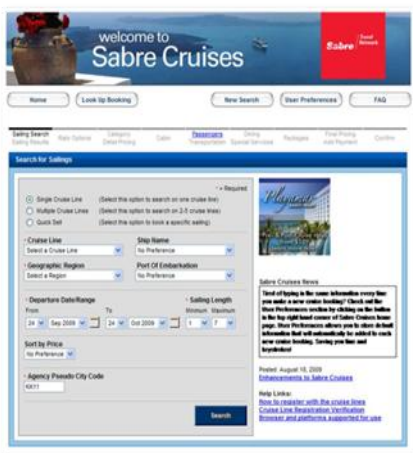


Hotels in the top 1/3 of the hotel availability display get selected by agents nearly 60% of the time.

Sabre Cruises PromoSpots

Increase bookings by promoting your property to cruisers.

Sabre Cruises PromoSpots offers hotels access to over \$1 billion in Sabre and non-Sabre travel agents' cruise bookings from an online cruise shopping and booking tool.



Target agents with graphical ads as they shop and book content from major cruise lines worldwide:

- Market pre- & post-cruise travel offers
- Feature new amenities
- Advertise your lowest available rate
- Feature offers targeted by destination, travel dates, agent location and more
- Increase brand awareness among travel agents booking cruises in your markets.

With 87% of all cruises being booked through travel agents; *Sabre Cruises PromoSpots* offers a great opportunity to promote pre-and post-cruise hotel stay.

Sabre Rewards Plus

The premier travel agent appreciation program that rewards agents for doing what they do best - connecting customers with the world's greatest travel possibilities.

Sabre Rewards Plus campaign targets your graphical ads and Rewards Plus points to:

- Influence the booking behavior of over 18,000 travel agents in 24 countries
- Grow and shift market share with targeted efforts
- Influence an agent's booking habits at the point of sale, without impacting average daily rates
- Increase brand loyalty with Sabre Connected agents.

Sabre Rewards Plus promotes hotel partner offers via a variety of marketing touch-points:

- Ad placement on the Sabre Rewards Plus website
- Feature content on the Sabre Rewards Plus monthly newsletter
- Placement on Sabre Rewards Plus eServices community page, and
- Sabre Rewards Plus blog on AgentStream.



AgentStream – Social Media Agency Community

Offers hotels the opportunity to engage in the Social Media arena with travel agents.

AgentStream engages Sabre & non-Sabre travel agent members, who utilize this free agent-only community to share knowledge, collaborate and network with peers around the globe.

With an AgentStream Sponsorship you are able to interact with agents, post offers, announce upcoming promotions and develop a stronger overall customer relationship.

Your Customized Sponsor Group Hub includes:

- Blog, Question & Answer, Photo Gallery, Notes, Announcements, Group Email
- Two sponsor member profiles with Group Moderation & Content Publishing ability
- Group usage analytics



Technology & Marketing University Event Sponsorships



After 13 years, Technology & Marketing University (TMU) remains at the top of class for suppliers who want to attract the most sophisticated and technologically savvy group of travel agents in the industry, each averaging over ten years of experience.

Over 500 agents attend this event each year to meet our sponsor suppliers who understand the value of long-term, profitable marketing partnerships.

Our sponsorship opportunities include Gold, Silver, and Bronze Exhibitor Packages ranging from \$2,000 to \$20,000.

HotSheet – Email Marketing

Communicate your most relevant offer to a targeted travel agent audience at the perfect time.

Your email message is distributed to **over 20,000 U.S. and Canada Sabre travel agents** influencing:

- Over \$750 Million in hotel revenue per year
- Approximately \$100 Million in car rental revenue per year
- 50% leisure and 50% business booking mix

HotSheet Email marketing provides you exclusive content on the email message, and links to your custom landing page including offer and Sabre booking path.



Traveler ePromo – Email Marketing

Promote special offers or showcase your property with an email sent directly to end-travelers by their travel agency.

- Reach a targeted client list by utilizing rich traveler profiles featuring preferences and historical behavior from a database of approximately 1,000,000 travelers worldwide
- Send relevant message to the right audience at the perfect time
- *Traveler ePromo* provides your hotel exclusive content on the email.

The ability to target your audience with specific metrics is one of the key reasons why *Traveler ePromo* achieves higher than industry average open and click-thru rates.

Journeys eZine – Email Marketing

Reach end-travelers through a content rich monthly newsletter sent out by travel agencies worldwide as part of their customer relationship management services.

- Reaches travel agencies' leisure emails contacts who have opted in to receive the eZine – approximately 400,000 - 450,000 email addresses
- Your message or offer is featured within the eZine's content
- Great vehicle for offers that include multiple vendors, destination feature, vacation packages, Convention and Visitor Bureaus, or highlight property features.

Internet Marketing Services

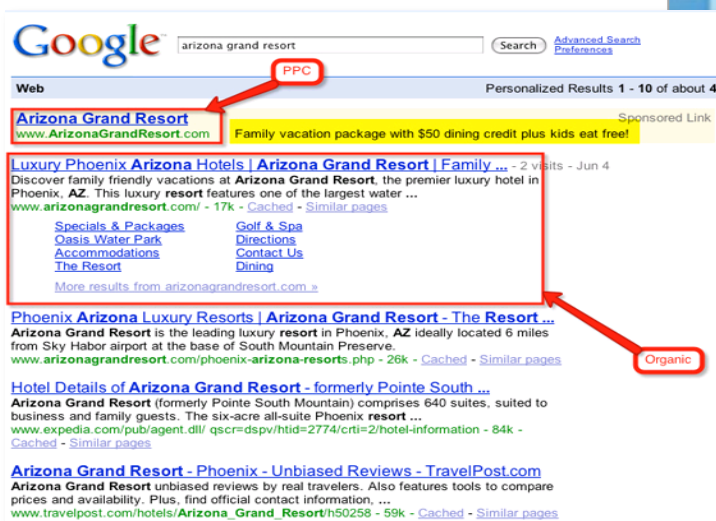
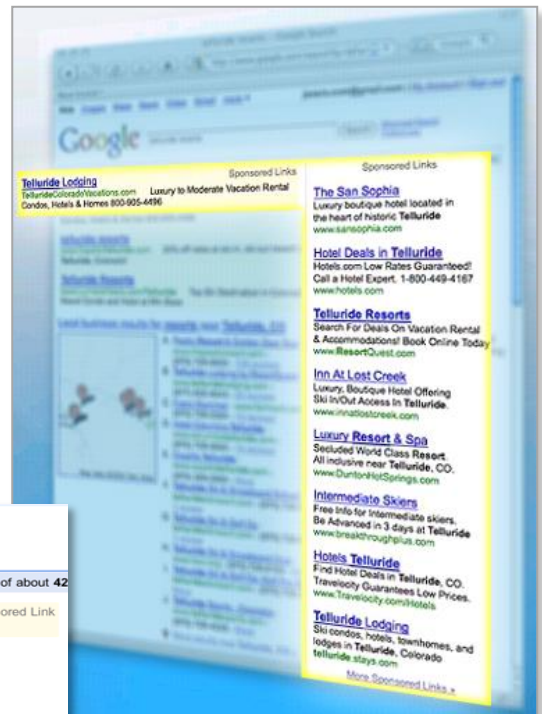
We will design an end-traveler focused internet marketing plan that helps you achieve your goals and outperform your competition.

Sabre Hospitality Solutions delivers an integrated and highly-sophisticated approach to hospitality and travel Internet marketing that generates results and maximizes ROI. Whether it's to drive more traffic to your Website, promote a new brand, educate travel agents on a special promotion or build consumer loyalty using social media, our proven solutions work!

The ultimate goal is to establish brand awareness and credibility, stimulate interest, drive traffic and ultimately generate revenues via your Website.

Harness the power of constantly evolving technology and elevate your online marketing programs to a level of refined precision and excellence with Sabre Hospitality Solutions' Internet marketing offerings.

With consumers accessing up to 20 different sites prior to making a travel purchase, being visible throughout their search process is more vital than ever. **Sabre Hospitality Solutions provides an end-to-end Online Media Planning & Buying service offering that encompasses all of the channels vital to the hotelier.**



Creative Services

At Sabre Media, our philosophy is: Powerful marketing campaigns must have three fundamental elements – sound strategy, a clear message and show-stopping creative.

That philosophy is exactly why we have launched a full *Creative Services* suite for our supplier partners, ensuring we provide you with the resources necessary to execute your campaigns flawlessly from start to finish.

Our Creative Services team provides:

- Graphic design for all our media products: banners, landing pages, HTML emails
- Promotion development
- Marketing message development

Engage your audience with effective creative work.

Results & Analysis

Industry-leading Campaign Performance Reports.

At no additional charge, Sabre Media provides advertisers industry leading campaign performance reports for all our Media products. Based on the campaign, these comprehensive reports may include:

- Year-over-year market share & booking analysis
- Return on investment analysis
- Market share analysis
- Impressions
- Click-through rates
- Booking trip and passenger volumes
- Advertiser-defined comp set
- Trend chart views

