



HM&T E-NEWSLETTER

2021/2022 DATES

2021

| MONTH | RESERVATION DEADLINE | MATERIAL DEADLINE | DISTRIBUTION |
|-----------|----------------------|-------------------|--------------------|
| JANUARY | January 4, 2021 | January 8, 2021 | January 11, 2021 |
| FEBRUARY | February 5, 2021 | February 8, 2021 | February 15, 2021 |
| MARCH | March 5, 2021 | March 8, 2021 | March 15, 2021 |
| APRIL | April 2, 2021 | April 5, 2021 | April 12, 2021 |
| MAY | May 3, 2021 | May 7, 2021 | May 10, 2021 |
| JUNE | June 1, 2021 | June 4, 2021 | June 7, 2021 |
| JULY | July 1, 2021 | July 5, 2021 | July 12, 2021 |
| AUGUST | August 2, 2021 | August 6, 2021 | August 9, 2021 |
| SEPTEMBER | September 3, 2021 | September 6, 2021 | September 13, 2021 |
| OCTOBER | October 1, 2021 | October 4, 2021 | October 11, 2021 |
| NOVEMBER | November 1, 2021 | November 5, 2021 | November 8, 2021 |
| DECEMBER | December 1, 2021 | December 3, 2021 | December 6, 2021 |

2022

| MONTH | RESERVATION DEADLINE | MATERIAL DEADLINE | DISTRIBUTION |
|-----------|----------------------|-------------------|--------------------|
| JANUARY | January 3, 2022 | January 7, 2022 | January 10, 2022 |
| FEBRUARY | February 4, 2022 | February 7, 2022 | February 14, 2022 |
| MARCH | March 4, 2022 | March 7, 2022 | March 14, 2022 |
| APRIL | April 1, 2022 | April 4, 2022 | April 11, 2022 |
| MAY | May 2, 2022 | May 6, 2022 | May 9, 2022 |
| JUNE | June 3, 2022 | June 6, 2022 | June 13, 2022 |
| JULY | July 1, 2022 | July 8, 2022 | July 11, 2022 |
| AUGUST | August 1, 2022 | August 5, 2022 | August 8, 2022 |
| SEPTEMBER | September 5, 2022 | September 9, 2022 | September 12, 2022 |
| OCTOBER | October 3, 2022 | October 4, 2022 | October 10, 2022 |
| NOVEMBER | November 4, 2022 | November 11, 2022 | November 14, 2022 |
| DECEMBER | December 2, 2022 | December 9, 2022 | December 12, 2022 |



HM&T E-NEWSLETTER
2021 /2022 RATE CARD

2021/2022 RATE CARD

| Ad Type | 1x | 3x | 6x | 12x |
|-----------------------------|----------|----------|----------|-------------------|
| Destination of the Month | \$1,000 | N/A | N/A | N/A |
| Tower Banner Ad (200 x 500) | \$700.00 | \$630.00 | \$595.00 | \$560.00 |
| Header Banner (469 x 70) | \$500.00 | \$450.00 | \$425.00 | \$400.00 |
| Footer Banner (469 x 70) | \$400.00 | \$360.00 | \$340.00 | \$320.00 |
| | | | | All Rates are NET |

CIRCULATION

Circ 4,000

Website Monthly: 50,000

Audience: Hispanic Associations / Organizations

Networks: Twitter, Facebook, LinkedIn

Terms: Net 30

Advertising Contact
Steven Gonzalez
Advertising Director
Hispanic Meetings & Travel
Phone: 281-808-5418
Advertising@HispanicMeetingsTravel.com

BANNER AD SPECS

TOWER BANNERS

Banner Size: (W 200 X H 500)

Details: Gif File

Placement: Top Left

HEADER / FOOTER BANNER

Banner Size: (W 469 X H 70)

Details: Gif File

Placement: Top Left

Email Materials to:
Advertising@hispanicmeetingtravel.com