

MEMBER ONLY EMAIL

Materials Due - Two (2) Weeks Prior to Campaign Date
Submit materials to marketing@abcglobalservices.com

Partner to Provide the Following Ad Materials:

Creative Assets:

- 600px wide and up to 1500px high (max) JPG, PNG or GIF
OR 8.5" wide x 11" high PDF
- File size must not exceed 1MB

Ad Requirements:

- Ad must include call to action: "Book direct with your TRUE code." Applies to suppliers selling bookable travel products that are commissionable to TRUE member agencies
- Include URL for direct bookings
- Promotion disclaimer and validity dates if applicable
- From Line: The email will be distributed from your company name to give your brand maximum visibility
- Subject Line: Partners are encouraged to provide a subject line.
- Include URL to ABC direct booking site/dedicated landing page or 8.5" wide x 11" high PDF

