



Position your brand amongst our engaged audience of business professionals and travel agents.



What is VAX?

VAX combines a leading-edge e-Commerce technology with dynamic content and media resources to create a supportive community of travel professionals.

Industry Leading e-Commerce Booking Technology

With supplier offers and incentives all in one place, our users visit our site daily to sell vacation packages to their customers.

Travel Education

Our education platform is designed to enhance our audience's knowledge of selling travel. From hosted webinars (both live and on-demand) along with detailed training programs, we will position your brand to our engaged audience.

The Compass

TheCompass is VAX VacationAccess' resource for travel industry editorial content exclusively for the leisure travel agent audience. Position your brand alongside content that is relevant to your business.

Supplier Resources

A section dedicated exclusively for travel suppliers to get your name in front of our audience. Suppliers like you can showcase your deals, offers and announcements and drive meaningful traffic to your brand.



Don't just take our word for it:

Best Travel Technology Provider

2016, 2017 Travvy Awards

Best Booking Interface & Marketing Website

2012, 2013, 2016, 2017 Travel Weekly

Best Travel Agent Reservation System

2016, 2017 Travvy Awards

Agents and small business owners sell what they know: make sure they know about your brand.

VAX is the leading travel marketplace designed for small business owners and independent agents to research, market and sell their services all on one convenient platform.

Our Audience

100,000+

Active Registered Users

3,700+

new users join our marketplace every month.

250+

new agencies register each month, on average.

62%

of our agents are independent/contractors.

Demographics

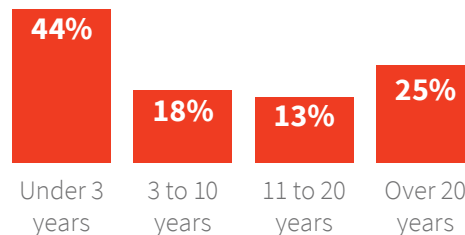
84%

are full time travel professionals.

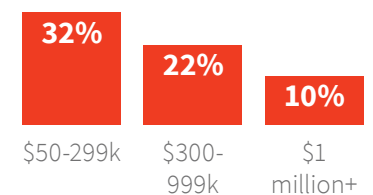
87%

of our agents have grown their revenue through VAX in the last year.

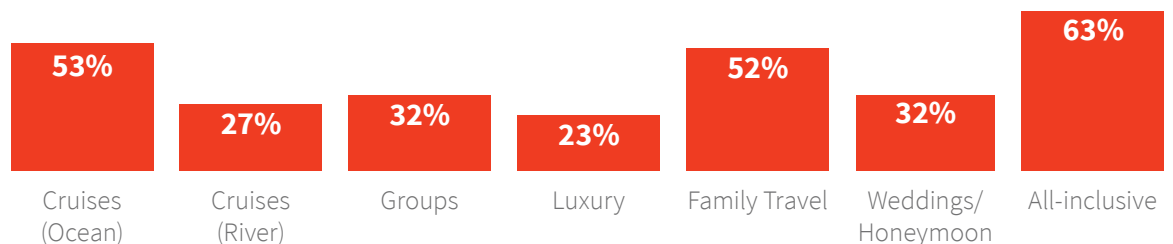
Industry Tenure



Average Sales Volume



Specialty Focus:



Engagement Metrics

\$1 billion

in eCommerce transactions completed by our users annually

21
minutes

average time spent
on site per visit

7.3
million

page views
per month

69% of our **100,000+** registered agents use the site daily.

**We are travel
professionals'
first stop.**

87%

Of our agents say VAX is their first stop
when **researching vacations**.

85%

Of our agents say VAX is their first stop
when **booking vacations**.

Now is the perfect time to start on VAX

**Travel agents & professionals
make up 28% of the total U.S.
leisure travel market**

That's a \$104 billion dollar industry alone.

**25% of our audience is new to
the industry, with less than five
years of experience.**

The travel industry is growing; make sure
your brand gets out there before the
competition.

**35% of our audience learned
about a new travel supplier or
travel product on VAX.**

That's 31,000+ users looking for new
opportunities and suppliers to sell.

Advertising Opportunities

Now there are even more ways to position your brand through VAX:

Traditional Banner Advertising

Get your brand in front of our audience and gain optimal exposure with prime real estate banners featured on every section of the site.

Rich Media Opportunities/Takeovers

Receive access to our top performing real estate on the site and increase your brand's average site exposure by 24%.

Vacation Experience Series

Drive sales and promote your brand through our unique monthly campaign initiatives. Gain exposure based on consumer experience, not price.

Thought Leadership/Topic Ownership

Own the positioning and content for your brand and keep agents informed of news and events through editorials and featured articles.

Targeted 1 to 1 Email Campaigns

Keep agents informed and promote your brand in front of our 98,000+ email subscribers, with an average 85% open rate of weekly emails.

Brand Microsites

Own exclusive real estate to provide agents with the information and tools they need to effectively sell your brand.

Live Webinars, Courses and Learning Games

Engage an average of 130+ registered agents and continue to drive views in our on-demand library. Educate agents through interactive games to retain what they learn.

Social media campaigns

Gain more exposure in front of our follower base. Create social lift campaigns that enhance your core messaging and amplify your market voice.

We want you to see the strongest return on your advertising investment.

That is why we design strategic plans and advertising packages to fit your business needs.

For information on advertising with VAX, please contact:

Lucas Gibson
Director of Product
414-934-1485
lgibson@triseptsolutions.com

Pam Lowe
Business Development Manager
817-995-7984
plowe@triseptsolutions.com

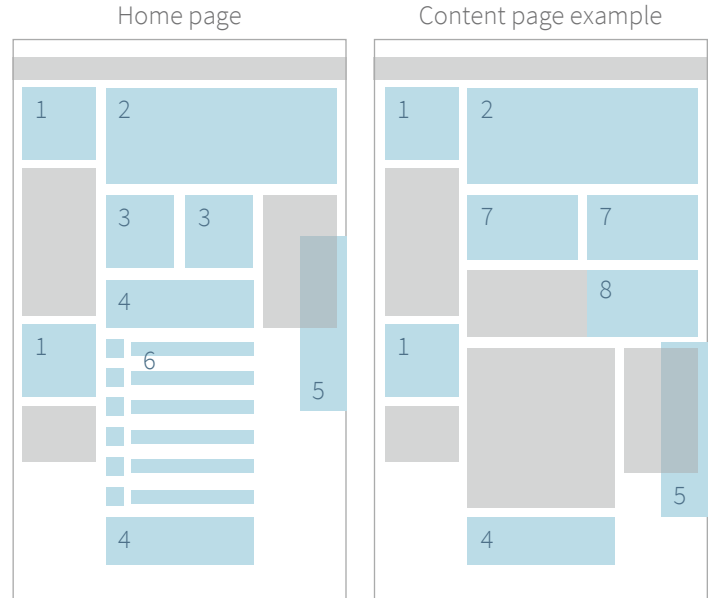
2018 Advertising Placements

Build a tailored engagement strategy with our diverse advertising options.

Site Banner Advertising

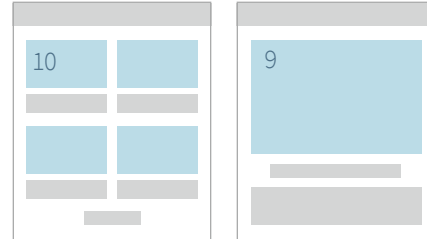
1. Content/Deal of the Week banner - Character Count - Headline: 25 Copy: 70	280W x 205H
2. Rotating banner	950W x 350H
3. Square banner - Character Count - Headline: 25 Copy: 70	290W x 250H
4. Full or Landscape banner	610W x 167H
5. Slide-in banner	160W x 600H
6. Featured listing - Character Count - Headline: 50 Copy: 150	70W x 70H
7. Box banner	455W x 235H
8. Featured Supplier/Destination - Character Count - Headline: 40 Copy: 250	455W x 235H

Placement location and pricing may vary by page.



Email Inclusions

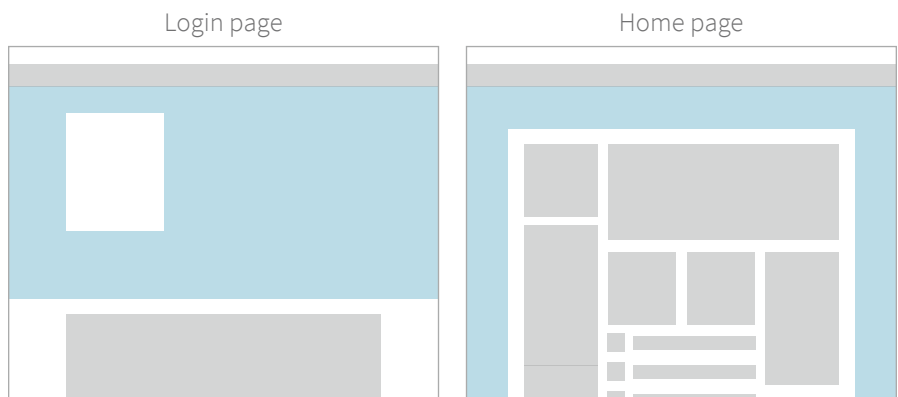
9. Weekly featured offers email - Character Count - Headline: 40 Copy: 155	285W x 180H
10. Dedicated email - Character Count - Headline: 60 Copy: 250	580W x 360H



Welcome Wrap

Own the VAX entry experience for a day. Your brand will wrap the content of both the login and home page.

For sizing and file requirements contact:
vaxmarketing@vaxvacationaccess.com



Additional rich media opportunities are available and can be customized upon request.