

Three Opportunities from AJR Media Group!

AJR Media Group provides integrated media representation, development and consulting professionals, products and services focused on the travel industry. Our portfolio includes AAA magazines, the U.S. Travel Association, Where To Retire magazine, ExactTarget e-mail marketing solutions and JackRabbit Systems' BookDirect Engine.

www.ajrmediagroup.com

1. **ExactTarget E-mail Marketing Application (AJR Media Group)**
2. **Integrated Media Campaign (AJR Media Group)**
3. **Web development and maintenance services (AJR Media Group)**

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ExactTarget E-mail Marketing Application

STS RATES	\$75/hour net
DISCOUNT FOR STS MEMBERS	12% (reflected in pricing)
FORMAT / SPECS	Programming languages include ColdFusion, ASP, ASP.net, PHP, HTML, Javascript, Flash.
STS BENEFIT	Access to team of web programming professionals with a variety of skill sets at an affordable, blended rate eliminating the need for STS members to employ full-time programming employees.

INTEGRATED MEDIA CAMPAIGN

STS RATES	\$8,000 - \$15,000 (not including print)
DISCOUNT FOR STS MEMBERS	20% (reflected in pricing)
ADDED VALUE	50,000 free e-mail messages sent to targeted recipients
RESPONSE TRACKING	Web: responses, downloads, tell-a-friend referrals; E-mail: opens and click-throughs; Banners: impressions and click-throughs
STS BENEFIT	Access to online travel marketing professionals with experience in creating, executing and evaluating integrated media campaigns. One stop for campaigns including print, web, e-mail and banner media.

WEB DEVELOPMENT AND MAINTENANCE SERVICES

STS RATES	\$75/hour net
DISCOUNT FOR STS MEMBERS	12% (reflected in pricing)
FORMAT / SPECS	Programming languages include ColdFusion, ASP, ASP.net, PHP, HTML, Javascript, Flash.
STS BENEFIT	Access to team of web programming professionals with a variety of skill sets at an affordable, blended rate eliminating the need for STS members to employ full-time programming employees.