

CWT  
SatoTravel

# Advertising Media Kit

2026 Opportunities

# Contents

## Company Overview

Who We Are

What is New

## Advertising Channels

CWTSatoTravel.com Placements

Compass Newsletter

D&G Insider Supplier Spotlight

## Specs & Requirements

Ad Sizes

Landing Page Requirements

Delivery Dates

## Contact Us

# Who we are

CWTSatoTravel: serving the world's most important customer

- Over 75 years of experience
- 700+ trusted travel counselors helping our travelers navigate through a complex and ever-changing travel landscape
- Nation's leading provider of travel management fulfillment services to the federal government and military clients
- Billion-dollar company in combined air, car and hotel transactions
- CWTSatoTravel.com is a resource for traveler assistance, emergency travel support and local office information

# Advertising Channel Review

# CWTSatoTravel.com Placements



**AUDIENCE:** Travelers & Travel Managers

**Homepage**

**Travel Office Locator**

**Primary Page**

**Form Submission Page**

**Featured Supplier**



# Homepage Ad

CWTSatoTravel.com placements



## DETAILS

- Portal for CWTSatoTravel website
- 52k+ unique page views per month
  - 94k+ page views per month
- Space limited to 1 placement
  - 4 spots, which will rotate when the page is refreshed

## PRICING

- \$1,875 per month (3 month minimum - months must be sequential)



# Travel Office Locator

## CWTSatoTravel.com placements

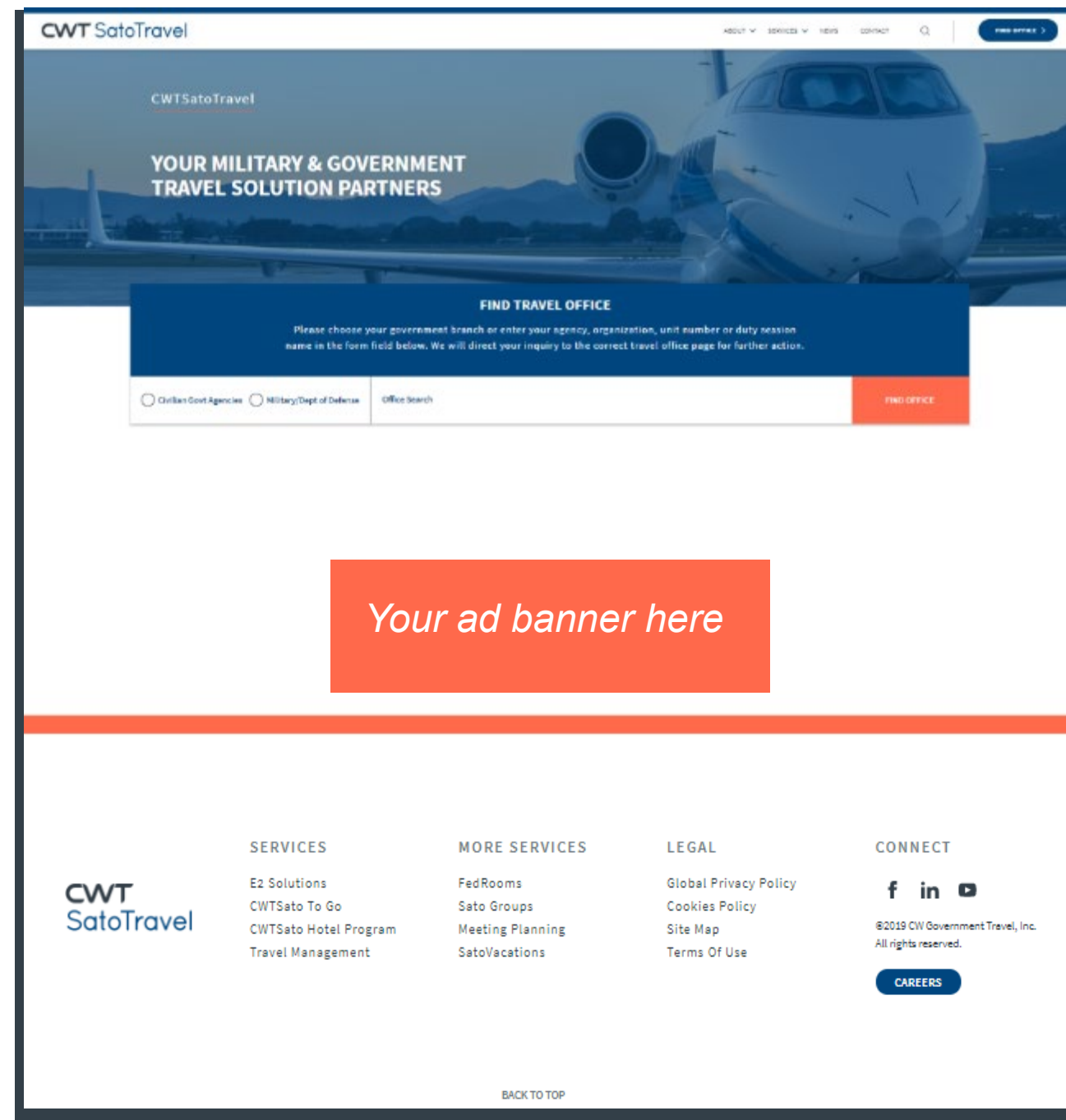
### DETAILS

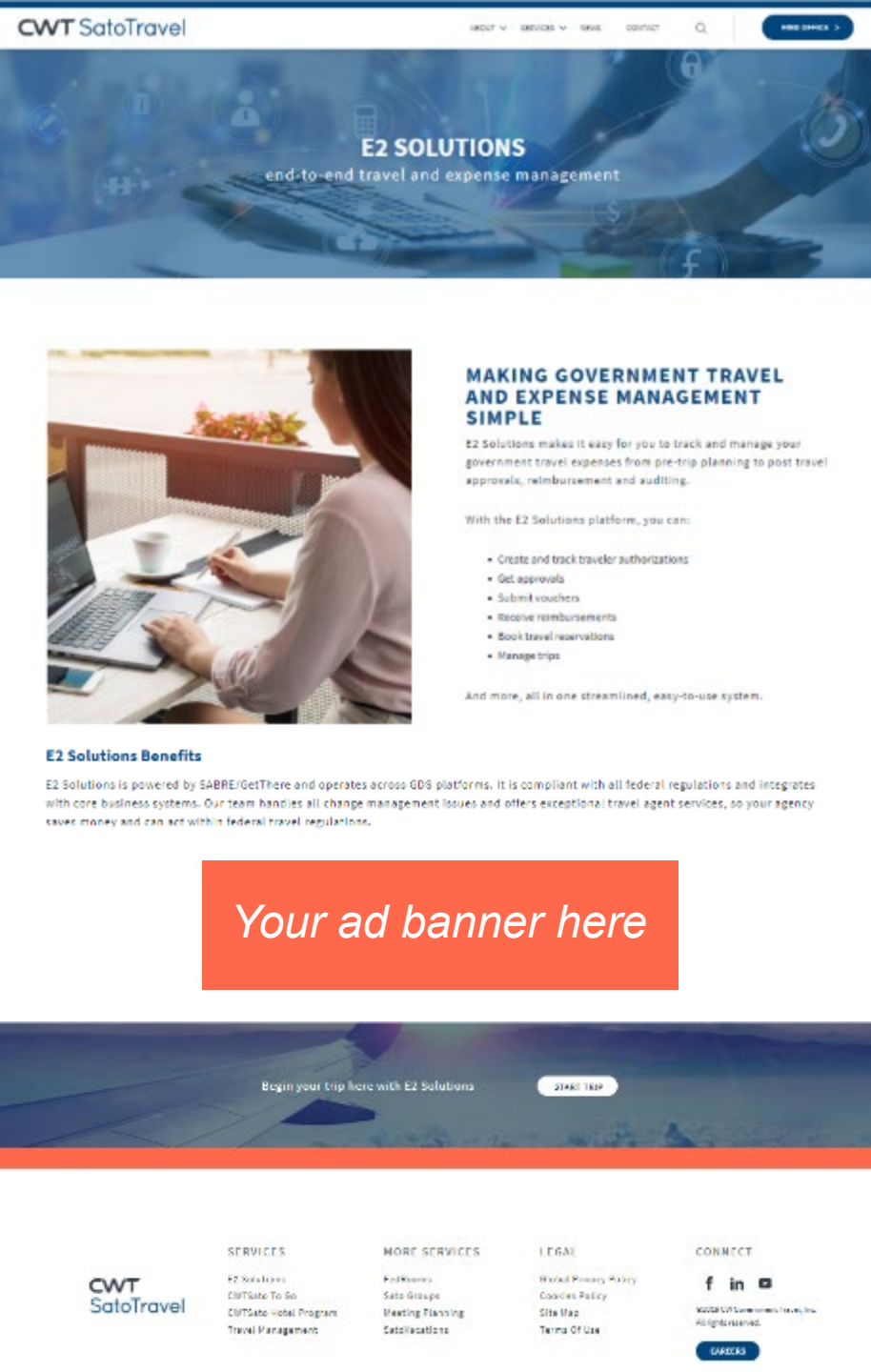
- The portal and main purpose of the site - for travel arrangers and travelers to find their office information to contact or request information such as itinerary/invoices, reservations, and more
- Take advantage of this opportunity to reach:
  - 68,294+ views per month and 700+ travel offices
  - 4,375 clicks (0.195% CTR)

### PRICING

- Space is limited to 1 placement (4 spots)
- \$1,875 per month (3 month minimum - months must be sequential)

CWT SatoTravel





# Primary Pages

## CWTSatoTravel.com placements

### DETAILS

- Ads will alternate on the primary pages of the site, exclusive of the homepage and travel office locator. This includes all service pages, the blog component, program information and more
- On average, ads will be exposed to around 22,962+ pageviews per month.
- Space is limited to 1 placement (4 spots, which alternate when the page is refreshed).
- 1,196 clicks (0.356 CTR)

### PRICING

- \$975 per month (3 month minimum - months must be sequential)

# Form Submission Page

CWTSatoTravel.com placements

## DETAILS

- Take advantage of this opportunity to reach all audiences coming to the site to contact CWTSatoTravel
  - 40,581+ pageviews per month
- Space is limited to 1 placement (4 spots)
- 486,972 impressions delivered in 2022
- 641 clicks (0.119%)

## PRICING

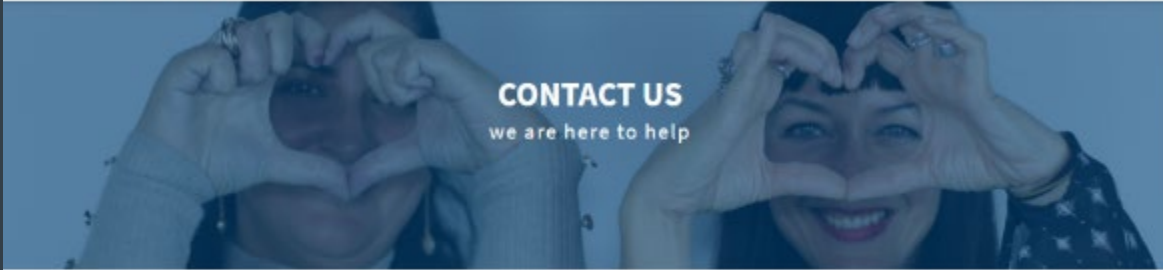
- \$900 per month (3 month minimum - months must be sequential)

CWT SatoTravel

CWT SatoTravel

ABOUT SERVICES NEWS CONTACT

FIND OFFICE



CONTACT US  
we are here to help

### Contact Us

Please do not use this form for duplicate invoice copies or travel requests.

For travel or duplicate invoice requests, click "Home" and use the [Travel Office Locator](#) to submit your request to the specific office that handles your travel. Also see our Travel Office Locator for your specific travel office telephone number, office hours and other useful information.

For marketing/sales, advertising, vendor relations or any other inquiries, fill out the form below to reach out to our experts in each field. **Please do not use this form to request travel.**

\*Required items are labeled with a red asterisk.

Topic

\*What topic best describes your query?

[DOD/Military Official Travel](#)[Lecture Travel](#)

[Civilian Government Agency Travel](#)[Sales and Marketing](#)

[Itinerary/Invoice Request](#)[CWTSato To Go Mobile App](#)

[Family and Friends Graduation Program](#)[Vendor Advertising](#)

[Vendor Advertising](#)[Vendor/Suppliers](#)

[Come Work With Us](#)

Your ad banner here

CWT SatoTravel

SERVICES

E2 Solutions  
CWTSato To Go  
CWTSato Hotel Program  
Travel Management

MORE SERVICES

Fed Rooms  
Sato Groups  
Meeting Planning  
SatoVacations

LEGAL

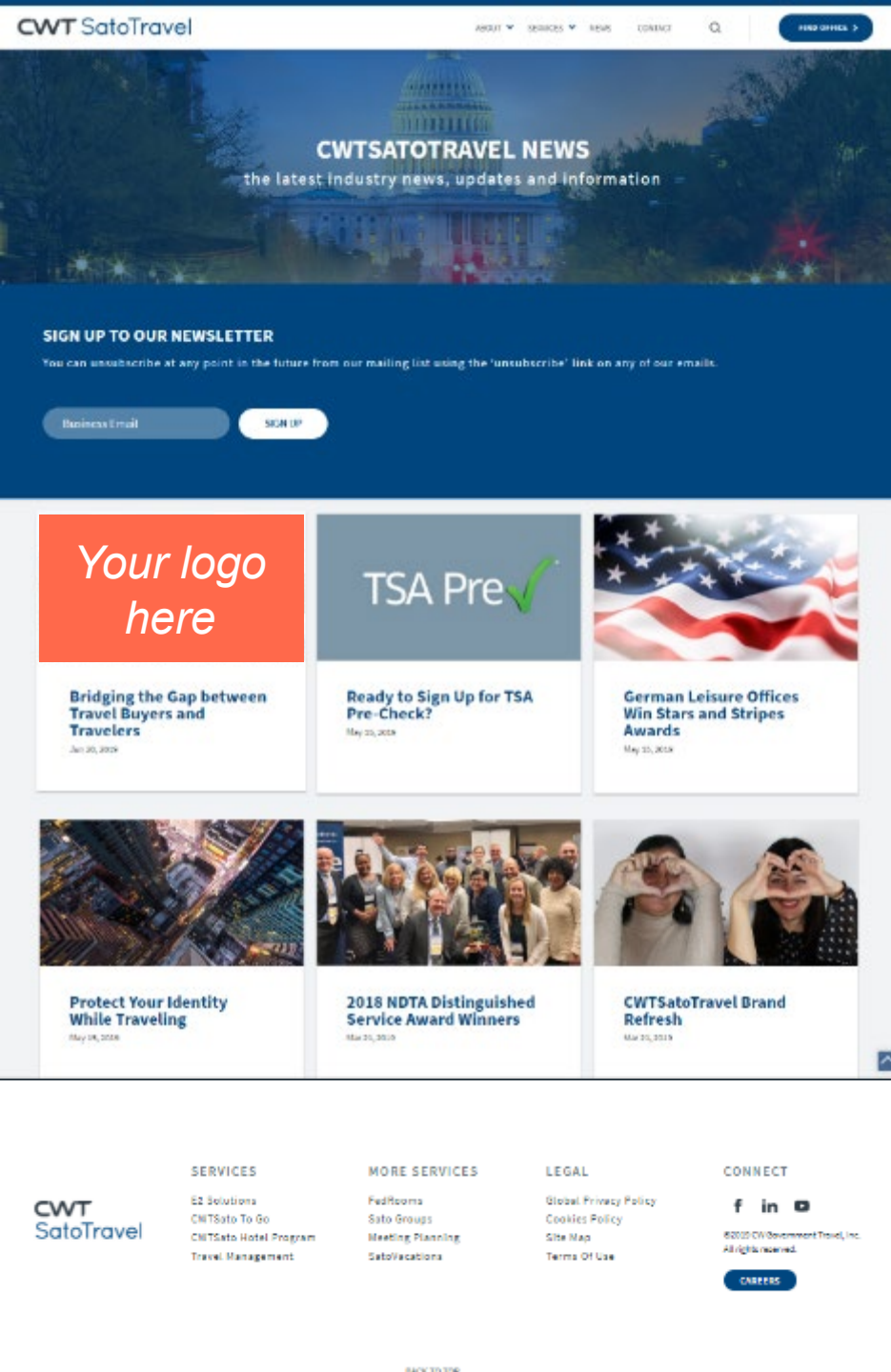
Global Privacy Policy  
Cookies Policy  
Site Map  
Terms Of Use

CONNECT

[f](#) [in](#) [v](#)

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CAREERS



# Featured Supplier

## CWTSatoTravel.com placements

### DETAILS

- Take advantage of this strategic placement on our CWTSatoTravel news blog, where we regularly post the latest news, updates and information to our clients and travelers
- Space is exclusive to preferred suppliers and is available on a first come, first serve basis
- Featured Supplier ads will hyperlink to an up-to-250 word article, PDF document or landing page. Further requirements for the hyperlink can be found in the Specs & Requirements section.

### PRICING

- \$5,500 for one month

# Compass Newsletter



**AUDIENCE:** Travelers & Travel Managers

The Compass is our quarterly newsletter with the latest industry news and CWT SatoTravel updates to federal, military and civilian travelers and travel managers.

It is distributed to travelers and travel managers via email and online at [CWTSatoTravel.com](https://CWTSatoTravel.com)



### Summer Car Rental Tips as Demand Increases

Summer has finally arrived! Before you take your next trip, be aware that it might not be as easy or affordable as it once was to obtain a rental car.

[See our tips and advice](#)

### Preparing for Digital Health Passports

Vaccination rates across the U.S. are rising. As the CDC continues to ease restrictions, many of our agencies are ready to resume travel. For a safe return to travel, you might need to provide a digital health passport in the near future.

[Tell me more](#)

### TSA Extends Real ID Requirement to Accommodate Travelers

For those planning to fly this summer for the first time since the pandemic, TSA has implemented some updates and concessions to make your experience as smooth as possible.

[Gather more info](#)

*Your ad  
banner here*

*Your ad  
banner here*

# Compass Newsletter

## DETAILS

- Space is exclusive to preferred suppliers and is available on a first come, first serve basis
- The 2026 quarterly distribution is scheduled for March, June, September and December
- The Compass Newsletter has about a 15% open rate on average with a unique clickthrough rate of 0.60%
- Sent to around 1,500 military and government traveler managers, specialists and travelers
- **NOTE:** Compass Newsletter ads include the option to hyperlink to an approved incentive, PDF document or landing page. Requirements for hyperlink can be found in the Specs & Requirements section.

## PRICING

- \$5,625 per issue, 2 ad placements per issue

# Reach our CWTSatoTravel Team



**AUDIENCE:** Travel Counselors

## Defense and Government (D&G) Insider Supplier Spotlight

- Monthly internal newsletter
- Buzz internal communications portal

# D&G Insider Supplier Spotlight

- Exclusive advertising option for our partner suppliers to reach our internal CWTsatoTravel audience
- Monthly placement
- Highlight your brand or individual property within CWTsatoTravel's internal communications platforms
- Ad will be distributed in two outlets:
  1. The D&G Insider, our monthly internal newsletter, which serves as a recap of all supplier and internal news for the entire military and government division
    - The D&G Insider has an open rate of 10.55% with a unique clickthrough rate of 6.71%.
  2. A post on Buzz, which is our internal social media and news platform entry point (more on following slide)

## Spotlights & Awards

### Go Camo Care Package Drive for Soldiers' Angels: May 2021

We are in the home stretch for our [Go Camo Care Package Collection \[mycwt.jiveon.com\]](#) to help Soldiers' Angels collect the top-requested items for care packages to send to the deployed service members. Our goal is 300 donated items from May 1 - 31, 2021... only a few days left and we have almost reached our goal!

## TX & Internal Communications Updates

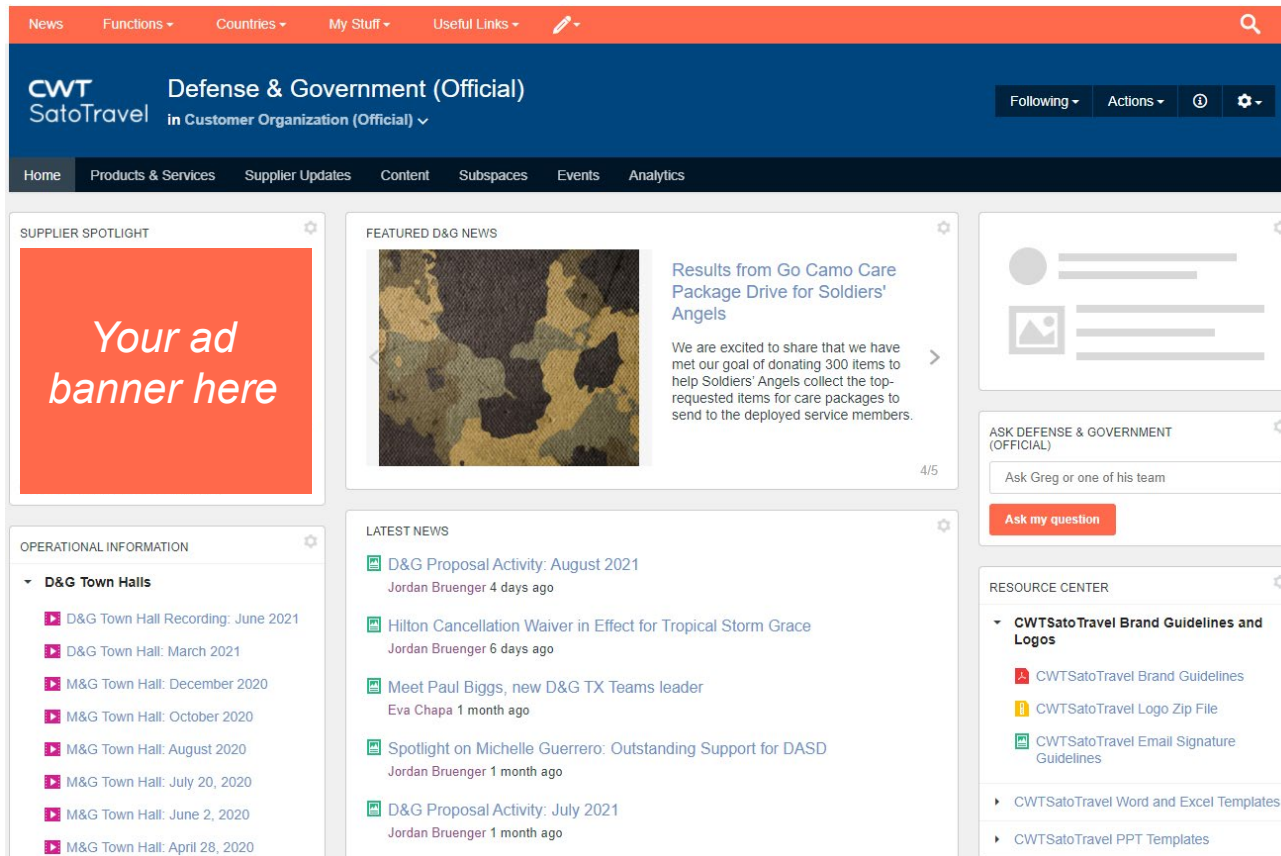
### Spotlight on Dale McInnis: Military Appreciation Month

May is National Military Appreciation Month, serving as a symbol of unity to honor the current and former members of the Armed Forces. In honor of this celebration, we are [putting the spotlight on Dale McInnis \[mycwt.jiveon.com\]](#), a special employee in our Ely, MN office who is working to make a difference in the lives of veterans in his community.

## Supplier Spotlight

*Your ad text here*

# D&G Insider Supplier Spotlight (continued)



## PRICING

- \$6,000 per month

## DETAILS

- Advertise directly to CWT SatoTravel employees (800+ travel counselors) every time they open an internal browser and navigate to the Defense and Government portal
- Exclusive, one-month contract includes:
  - Name and full-color ad within D&G Insider issue and D&G Buzz Homepage
  - Artwork for both placements will link to the Supplier Spotlight designation on Buzz, the CWT SatoTravel Intranet Supplier home page.
  - Supplier to provide either a PDF or 250-word promotional write-up, along with a 300 (w) x 250 (h) pixel image.

# Specs & Requirements

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## Ad Sizes

### **CWTSatoTravel.com:**

All ad sizes for CWTSatoTravel.com placements other than the Featured Supplier are 730 (w) x 180 (h) pixels in JPG format.

### **Featured Supplier:**

Provide logo in addition to an image for blog header sized 1,600 (w) x 450 (h) in JPG format.

### **Compass Newsletter & M&G Insider Newsletter:**

300 (w) x 250 (h) pixels in JPG format.

## Landing Pages

Each ad placement includes the option to hyperlink to an approved incentive PDF document or landing page.

Requirements for the hyperlink:

- PDF document or micro-site
  - No booking functionality permitted
- 1 page (8.5 x 11in)
- 400-word maximum
- No website/e-mail addresses or telephone/fax numbers permitted

## Artwork Delivery

To ensure timely activation, we kindly request that artwork files be delivered by the 10<sup>th</sup> of the month prior to the launch of your campaign.

# Contact Us

Please contact our advertising manager, with all artwork and materials meeting the specifications listed in this media kit.

Feel free to reach out to our team with any questions, we'd love to discuss more details with you!

[advertising@cwtsatotravel.com](mailto:advertising@cwtsatotravel.com)

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