



innovata

Advertise with Innovata and FedTravel.com/gsa

Contact us for more information: fedfriend@innovata-llc.com or call 800.750.6177

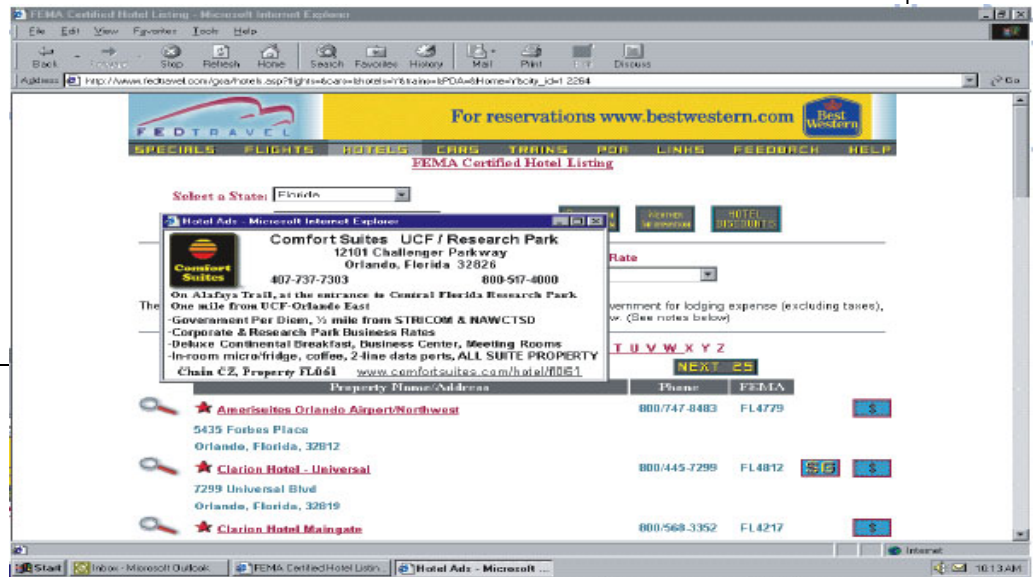
Destination Advertising

Reach the traveler at the point of decision!

Travelers are flooded with choices when they are shopping or booking online travel. Destination advertising with Innovata gives your company the opportunity to appear at the top of the list when a consumer shops in your city for flights, hotels, car rentals or passenger rail schedules.

Benefits of Destination Advertising on Federal Travel Products:

- Separate your message from the competition
- Target your audience
- Click-through for direct bookings
- Custom design your ad
- Activity reports



Feature Advertising Opportunities: Banners, Pop-ups and Spot Ads

Getting your brand in front of the consumer is crucial to your success! Feature Advertising through Innovata's extensive in-house and affiliate distribution channels will help you sell, establish relationships, and build brand loyalty. Whether you are interested in advertising to a variety of leisure business or consumer sites or to a targeted market, Innovata will deliver your message!

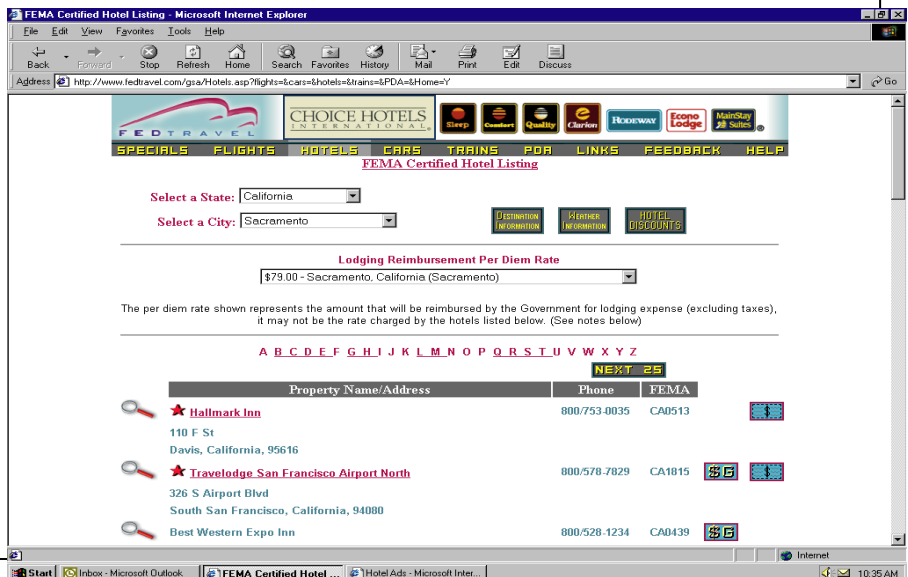
Advertising Distribution Channels include:

Innovata's Suite of Government Products

- Federal Travel Directory
- FedTravel.com
- FedTravel.com/GSA

Web Distribution

- QuickTrip.com and affiliates
- Airwise.com
- LeisureTraveler.net
- SchlumbergerSEMA
- WebFlyer
- Crewstart.com
- eTrac.com
- And more...



Enhanced Listing Program

Innovata, providing content and distribution solutions to the travel industry!

Move ahead of the competition with Innovata's Enhanced Listing Program!

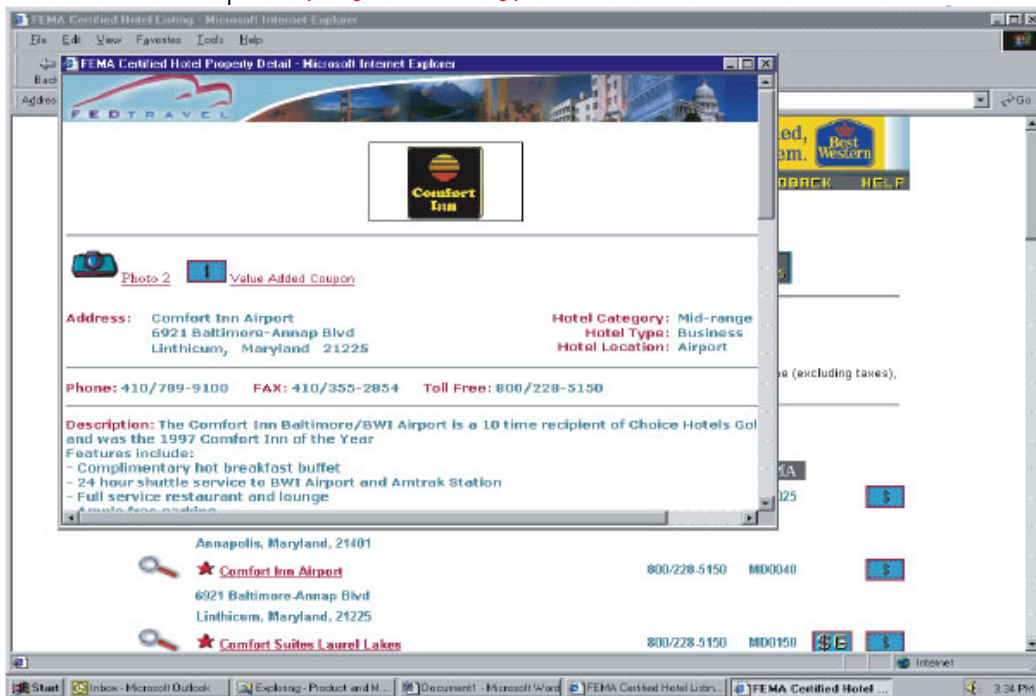
The influential traveler wants to be an informed consumer. Giving them as much information about your property increases your opportunity to close the sale. Innovata provides a basic listing of your hotel at no charge. This listing includes your logo, property name and address, phone, fax, and a few amenities. Enhancing your listing sets you apart from the rest.

Enhanced Listing Advantages:

- Hotel appears at top of the list
- Adds photo and promotional coupon
- Descriptive text
- Unlimited amenities
- Expanded radius search
- Property or Chain Hyperlink

Distribution Channels:

- Federal Travel Directory
- FedTravel.com
- FedTravel.com/GSA
- Defense Travel System/TRW
- QuickTrip.com
- QuickTrip.com affiliates:
 - Airwise.com
 - TurboTrip.com
 - WebFlyer.com
 - ActionEngine.com



(Innovata web distribution of flight schedules, hotel and car rental information, passenger rail schedules, cruise and destination information through a growing number of affiliates.)

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For more information, call (800) 750-6177
or email us at fedfriend@innovata-llc.com

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