

Read – listen & watch  
Strategic consulting,  
marketing

**RATES**





## WHO WE ARE?

**eTurboNews: ESTABLISHED:** For more than 26 years, [2,6+ million readers](#) open [eTurboNews](#), read, listen, and watch our news and engaging feature stories. You find our content on most major search engines, and a number of news aggregators such as Google or Bing News, on [Spotify, Amazon](#), or [Apple](#) or watch articles on our [YOUTUBE Breaking News Channel](#) in [103 independently indexed language editions](#).

**TRAVELWIRENEWS** is our version for the busy reader, with articles summarized in 200 words or less

**FORIMMEDIATE RELEASE** is our wire service for journalists, bloggers, and influencers.

**WHY:** We co-founded the CNN Task Group, eTN has always been relevant and respected by a diverse readership enjoying our content on travel, tourism, lifestyle, and human rights. Our independent content gets people talking and is often setting trends.

eTN Commercial Posting rates



### PAID SERVICES

- **Press releases & feature story**
- **Earned media**, press releases, or news meant to promote or get visibility for a destination, a personality, a business (stakeholder), an event, research, or a product can be published as a paid story and shared with publications on our [earned media list](#).
- **Paid feature stories** are fully researched and produced by our editorial team, meant for top impact, well-researched SEO, and enhanced social media, such as video (Zoom) interviews, and more
- **PR Newswire, Business Wire:** eTN can automatically releases from most newswires as BASIC paid releases.



## Global Wire Services, Bloggers & Influencers

**Get Syndicated on Major News Sites** - The Associated Press (also called AP and AP Wire) who reaches more than half of the world's population with news, Benzinga with 5 million unique monthly visitors plus syndication into trading platforms and other downstream publications, Nexstar who is America's largest local television and media company reaching 68% of U.S. television households, Google News and so much more.

Your press release will be reprinted on an ever-growing list of highly search engine visible industry and country relevant third-party publisher sites as well as EIN Presswire's publications.

**Immediate Reprints on US T.V. and Radio Station Sites** - Your release will show up on ABC, NBC, FOX, CBS, CW affiliate sites and dozens of radio station sites across the country with more than 150 million monthly unique users.

**Hit the Wires** - We work with the world-leading online international newswire service. Leveraging our enterprise-level news aggregation, our newswires surface and organize news from every U.S. state and country, providing worldwide proprietary distribution to journalists, editorial rooms, and millions of readers.

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**Pushed Direct into Leading News Aggregators and Research Tools** - We are a Google News provider and feed our releases into Bloomberg Terminals, MuckRack, Moody's NewsEdge, Naviga and MenaFN.

**Get Delivered to Mobile Devices** - Our cutting-edge news apps deliver breaking and topical news directly to users' mobile devices, including relevant press releases from our newswires.

**Gain Direct Access to Media & Newsrooms Worldwide** - Our World Media Directory is a comprehensive, preeminent database of human-curated details to editorial desks and journalists. We deliver your press release directly into these newsrooms for maximum exposure.

**Go Viral on Social Media** - We post press releases onto our PR X feed and allow clients to customize their X titles with hashtags to maximize reach and enable viral opportunities. Easily share your press release across Facebook, LinkedIn, and X.

**Leverage SEO Benefits** - We show up organically through dominant SEO positioning, and by hosting your press release, you'll get high-quality backlinks and see your release almost immediately in major search engines.

**eTN Commercial Posting rates**





<b>RATES</b> credits valid 1 year	<b>Professional Press Release or PR- Newswire import BASIC cut&amp;paste</b>	<b>Press Release, editing, writing &amp; SEO FULL SERVICE</b>	<b>LEAD FEATURE STORY (not a press release) full service</b>
1-2 post	\$149	\$399	\$799
3-9 posts	\$99	\$299	\$599
10-24 posts	\$89	\$269	\$539
25-49 posts	\$79	\$239	\$479
50-99 posts	\$69	\$209	\$419
100-249 posts	\$59	\$179	\$359
250 – 499 posts	\$49	\$149	\$299
500 and more posts	\$39	\$119	\$239

\* Credits valid for 1 year

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INCLUDED	BASIC	FULL	FEATURE
Posted on <a href="#">eTurboNews</a>	YES	YES	YES
Mirrored on on <a href="#">TravelNewsGroup</a>	YES	YES	YES
<a href="#">Full audience</a> (up to 2,6M)	YES	YES	YES
<a href="#">103 languages</a>	YES	YES	YES
B2B Audience	YES	YES	YES
Consumer Audience	YES	YES	YES
Public Sector Audienxe	YES	YES	YES
Private Sector Audience	YES	YES	YES
Travel & Tourism Topics	YES	YES	YES
Lifestyle Topics	YES	YES	YES
Human rights & Trends Topics	YES	YES	YES
Global target	YES	YES	YES
Regional target	NO	NO	YES
Search engines	YES	YES	YES
Feature Image	YES	YES	YES
Additional Images	NO	YES	YES
Daily Newsletter Headline	YES	YES	YES
Breaking e-News	NO	YES	YES
Private e-News Alert	NO	NO	YES
Push Notification (450K)	NO	YES	YES
YouTube Embed in Article	NO	YES	YES
Do Follow Links	2	5	any
Google, Bing News etc	YES	YES	YES

You Tube Breaking News Channel & Search	NO	YES	YES
Podcast search	NO	NO	YES
Excerpt (searchable)	YES	YES	YES
Home Page	YES	YES	YES
Category & Tag Pages	SOME	YES	YES
Researched SEO Index	NO	YES	YES
Headline SEO Researched	NO	YES	YES
Keyword Anchor	1	3	3
RSS	YES	YES	YES
Social Media Pages	YES	YES	YES
Social Media Groups	NO	YES	YES
WhatsApp Group	NO	YES	YES
Social Media Chats	NO	NO	YES
Audio Conversion	NO	YES	YES
Podcast Creation	NO	NO	YES
YOU Tube Creation	NO	SOME	YES
Interview	NO	NO	YES
Lead Story Placement	NO	NO	YES
Paywall	NO	NO	NO
Syndication	NO	NO	YES inhouse included
Word Count	up to 500	up to 1000	ANY
	<b>BASIC</b>	<b>FULL</b>	<b>FEATURE</b>





Additional options per article	BASIC	FULL	FEATURE
Global Wire	\$100	\$100	\$100
2 Crosslinks per article	\$75`	\$75	\$75
For immediate release bloggers & influencers	\$39	\$39	\$39
TravelWireNews for busy readers	\$49	\$49	\$49

\* Credits valid for 1 year

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# Banner & Textlink Rates

Feature	Daily Rate	Monthly rate
Shared banner regional	\$10	\$250
Shared banner Global	\$30	\$750
Exclusive banner regional	\$30	\$750
Exclusive banner global	\$90	\$2100
Banner on newsletters (12+ editions daily)	\$100	\$2500
Pop up notification covering page	\$250	\$5000
Take over eTurboNews	\$500	\$10,000



E-mail blasts to the eTN subscriber travel industry database

Credits are good for 1 year. Includes two reminder send-outs to those who did not open the original campaign

Includes a private push notification to 487,000 readers.

Included good for 1 Year	Single	4x	12x
worldwide	\$1,950	\$3,950	\$,8,950
regional	\$ 695	\$1,395	\$ 4,495

# Contact Us

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