

# ARE YOU READY TO INCREASE YIELD AND REVENUE?

## SABRE MEDIA SOLUTIONS

Your business is doing great and your customers are loyal. But what if you could make it even better? What if you could reach people who purchase travel every day and increase bookings and revenue?

With Sabre® *Merchandising Solutions* you reach the most powerful travel audience in the world— 425,000 travel agents who have a stake in creating quality travel experiences.

Sabre provides access to:

**425,000**  
travel agents

**900 MILLION+**  
impressions per month

**\$120 BILLION**  
travel spend influenced

**140+**  
countries

The screenshot shows the Sabre Red Workspace interface. On the left, there's a navigation menu with options like 'New Air', 'Calendar', 'Air Reservations', 'Pricing', and 'Traveler Details'. The main area displays a flight search grid with columns for carrier, flight number, origin, destination, departure, arrival, and availability. A Delta advertisement is overlaid on the right side of the grid, featuring a beach scene and the text 'DO BUSINESS IN L.A. IN A NEW YORK MINUTE. Coast-to-Coast comfort.' Below the ad, there are search filters and buttons like 'Search', 'Print', and 'Refresh'.

**Air PromoSpot on Sabre Red Workspace.**  
PromoSpots can be customized for all travel providers.

### INTERESTED IN LEARNING MORE?

Contact your account or media manager or email [mediaBDM@sabre.com](mailto:mediaBDM@sabre.com) to generate revenue with a custom media program.

### Sabre Media Marketing Programs

#### HOTEL SPOTLIGHT & WEEKEND SPOTLIGHT

Keep your hotel top of mind with the 425,000 travel agents who book over **US\$10 BILLION** in hotel revenue per year.

- Get above the competition with top placement in the Sabre marketplace
- Reach agents with *Sign-In Advertising* when they log in to Sabre every day
- Promote leisure travel with *Weekend Spotlight*

#### SABRE PROMOSPOTS

Increase sales and gain market share with targeted ads displayed when the agent is shopping.

- Target by travel agent's location, agency code, destination city, origination city, travel dates or days until travel.
- Various points of sale let you reach agents, cruise bookers and corporate travelers

#### EMAIL MARKETING

- Reach 35,000 Sabre travel agents with exclusive content in *HotSheet*