SEABOURN®

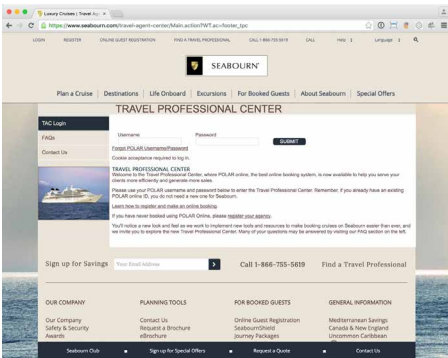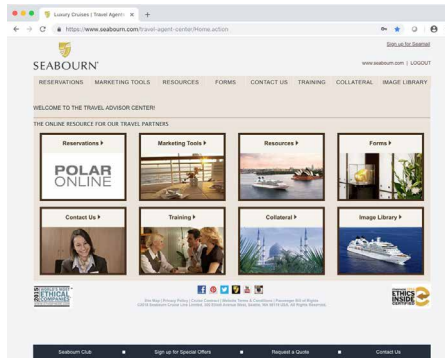# **Promo**Toolkit

Please print these instructions. They will help you navigate building marketing materials using Promo Toolkit.
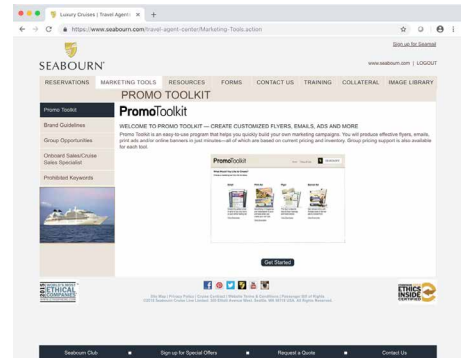
Login
Access Promo Toolkit with your Travel Professional Center credentials.

Visit www.seabourn.com and click "Travel Professional Center" at the bottom. Use your credentials to login.
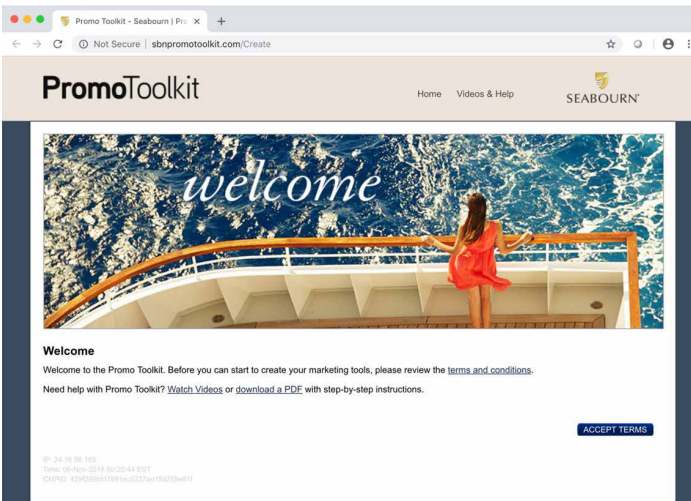

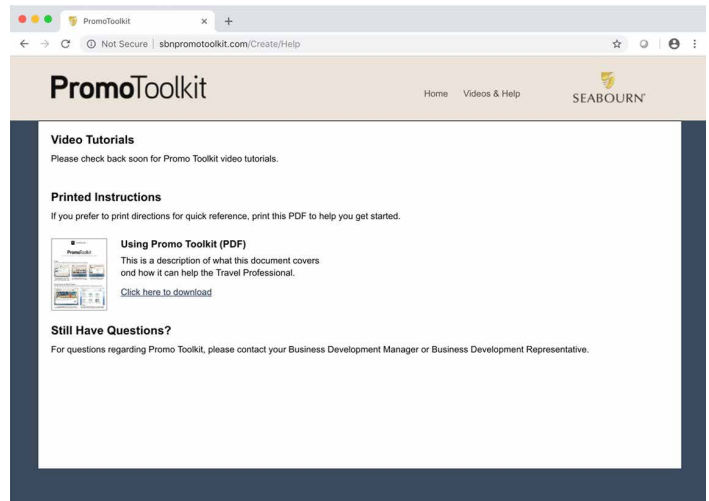Choose **Marketing Tools** from the Travel Professional Center homepage.

Choose **Promo Toolkit** on the left menu, then click **Get Started**.

Accept Terms & Watch Videos
You must select the terms before building a tool. You may visit the "Videos & Help" page at any time.
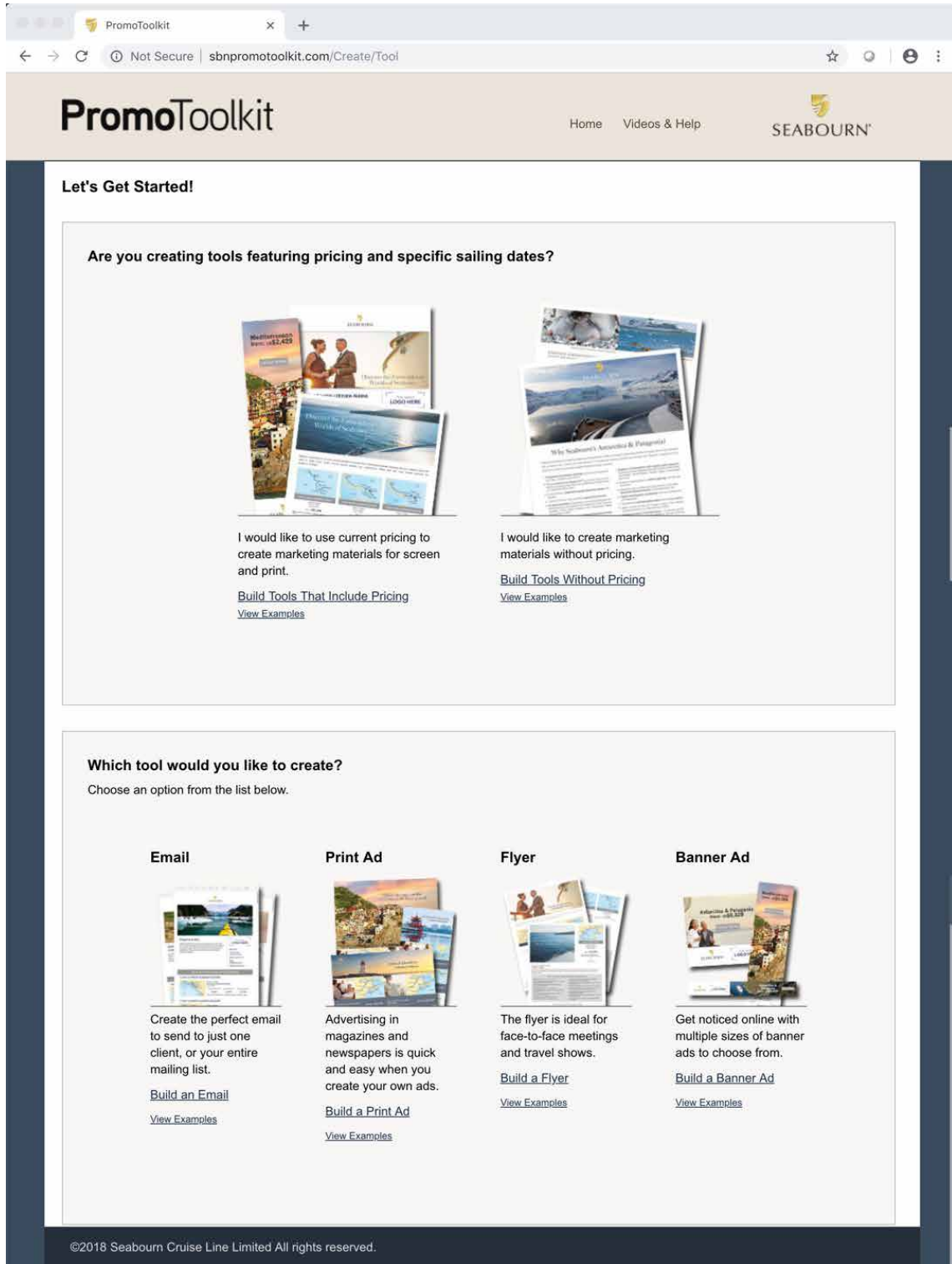

Click **Accept Terms** to start a project, or click **Videos & Help** to learn about how to use Promo Toolkit.

The "Videos & Help" page will give you access to videos that guide you through the steps of using Promo Toolkit.

What Would You Like to Create?

The home screen is where you tell Promo Toolkit what type of project you will build.

You can return to the home screen from any page by clicking either "Home" in the navigation menu or the Promo Toolkit logo.

The home screen is where to start a project. **Click the image** of the project you want to start.

Or, click **View Examples** to see examples that have been built using Promo Toolkit.

These instructions will continue with an example showing the steps in building a print ad.
Similar steps are used for building the other tools.

Let's Build

Before you can start building your tool, you need to supply a little information.

Please Choose a Template for Your Promotion

When available, you will see multiple promotion templates from which to choose. The 365 Template will always be available for your use. To continue, please click the image of the promotion template you would like. If only one promotion appears in this section, the system will select it for you.

365 Template

This template is always available and can be used with any sailing in our system.

Build Your Tool with the 365 Template

View Examples

What Size Ad Do You Need?

	Full Page	Half Page	Half Page	Quarter Page	Quarter Page
	View Example	View Example	View Example	View Example	View Example
	●	○	○	○	○
Width (range)	7.5 - 8.5 inches	7.5 - 8.5 inches	4.25 - 4.75 inches	7.5 - 8.5 inches	4.25 - 4.75 inches
Height (range)	10 - 11 inches	5.25 - 5.75 inches	10 - 11 inches	2.75 - 3 inches	5.25 - 5.75 inches
Itineraries	1 map or 2 itineraries	1 or 2 itineraries	1 map or 2 itineraries	1 itinerary	1 itinerary

CONTINUE

Choose a Template for your marketing program. Throughout the year promotions will be added when they are valid. The 365 Template will always be available to you. If there is only one template, it is already chosen for you.

Finally, some tools will require that you **indicate what size/layout** you want to create. Click the circle that corresponds to the size you want. Remember to review the specifications in the information table.

When you are ready, **click Continue.**

Populate the Template

Answer the questions in each section to complete your project.

Click and fill out each section of the tool with the sailing information, image and brand copy, messaging and your agency information as well as any group details (only available when group pricing was indicated earlier).

Watch your project dynamically update as you enter your custom details into the tool.

When you have completed all of the steps, click the **Create Button** to access the final PDF, HTML or JPEG of your tool.