



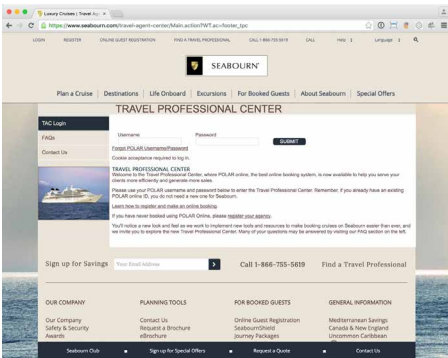
SEABOURN®

PromoToolkit

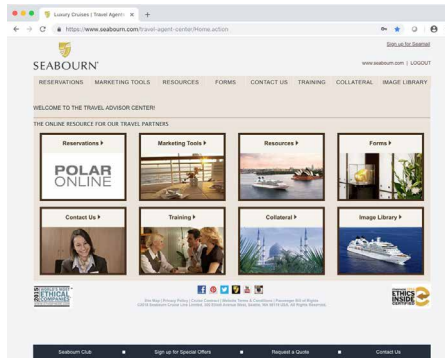
Please print these instructions. They will help you navigate building marketing materials using Promo Toolkit.

Login

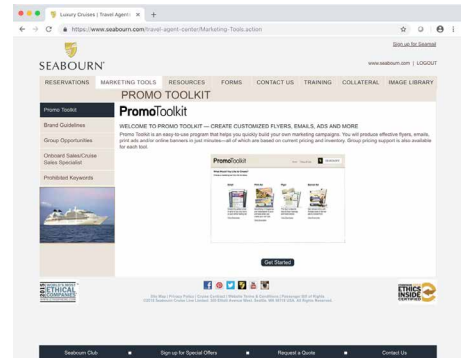
Access Promo Toolkit with your Travel Professional Center credentials.



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



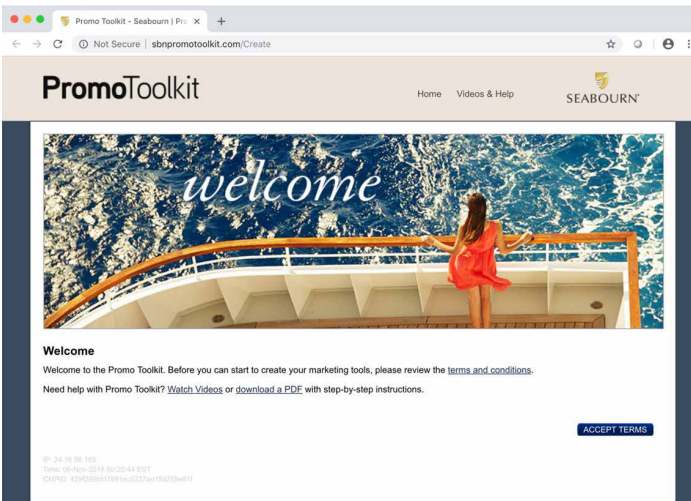
Choose **Marketing Tools** from the Travel Professional Center homepage.



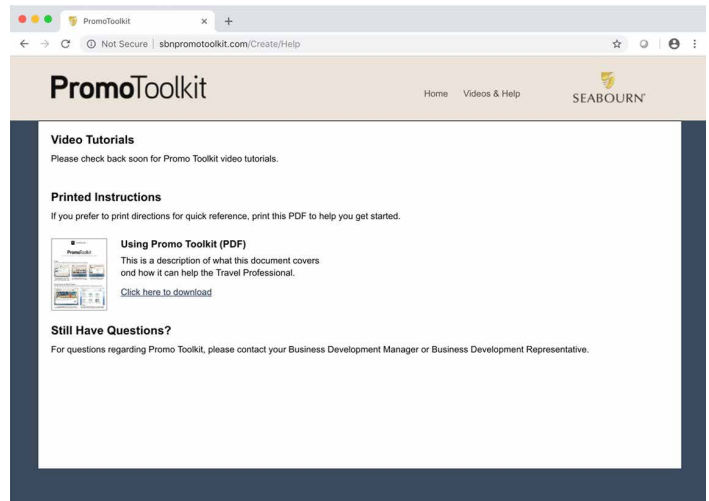
Choose **Promo Toolkit** on the left menu, then click **Get Started**.

Accept Terms & Watch Videos

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



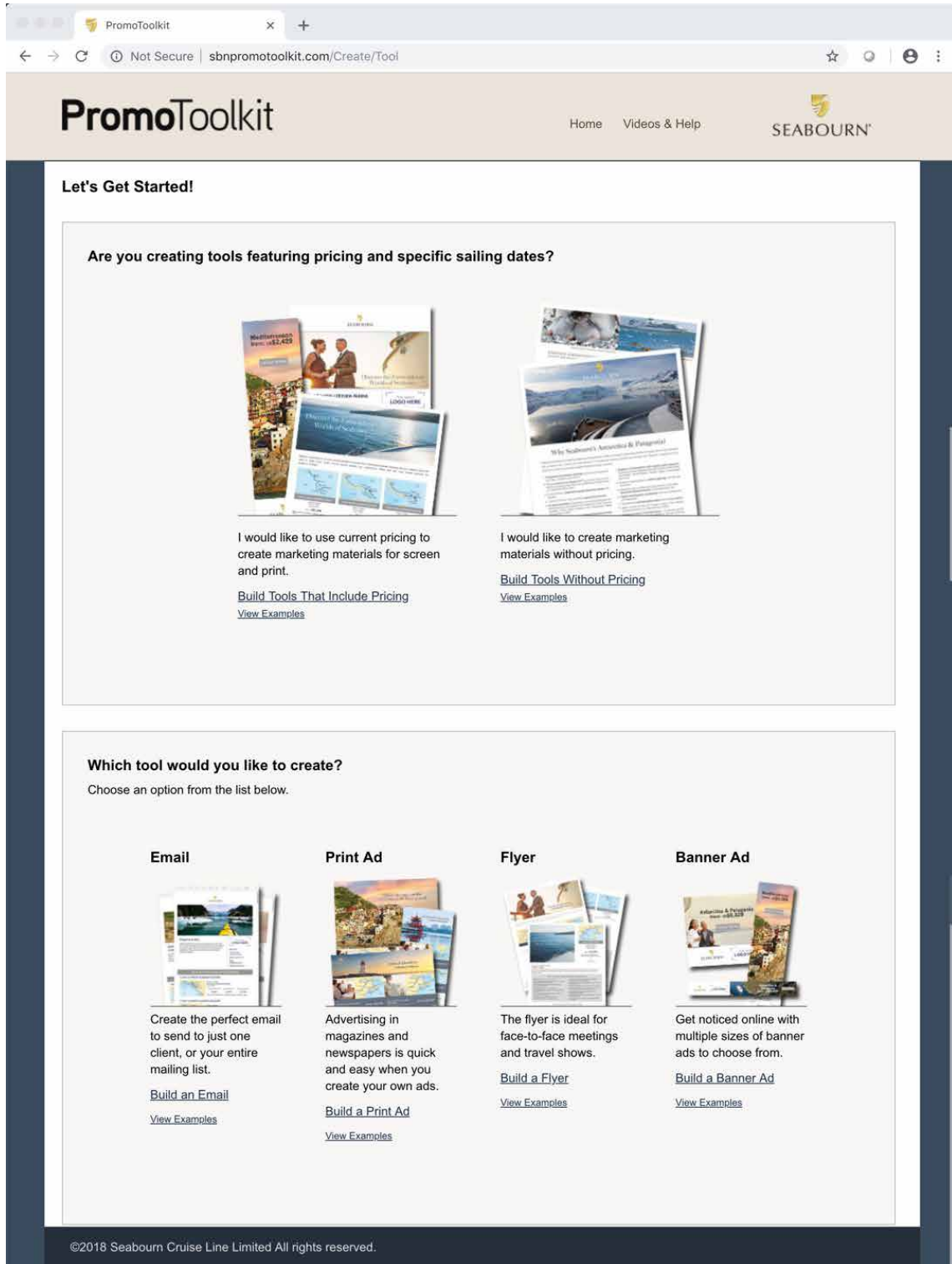
Click **Accept Terms** to start a project, or click **Videos & Help** to learn about how to use Promo Toolkit.



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.



PromoToolkit

Home Videos & Help SEABOURN





Let's Get Started!

Are you creating tools featuring pricing and specific sailing dates?

I would like to use current pricing to create marketing materials for screen and print.
[Build Tools That Include Pricing](#)
[View Examples](#)

I would like to create marketing materials without pricing.
[Build Tools Without Pricing](#)
[View Examples](#)

Which tool would you like to create?
Choose an option from the list below.

Email	Print Ad	Flyer	Banner Ad
			
Create the perfect email to send to just one client, or your entire mailing list. Build an Email View Examples	Advertising in magazines and newspapers is quick and easy when you create your own ads. Build a Print Ad View Examples	The flyer is ideal for face-to-face meetings and travel shows. Build a Flyer View Examples	Get noticed online with multiple sizes of banner ads to choose from. Build a Banner Ad View Examples

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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.

The screenshot shows a web browser window with the URL `sbnpromotoolkit.com/Create/Tool`. The page is titled "Please Choose a Template for Your Promotion" and includes a sub-header "365 Template". Below this, there is a description of the 365 Template and two links: "Build Your Tool with the 365 Template" and "View Examples".

The second section is titled "What Size Ad Do You Need?" and features five radio button options for ad sizes: Full Page, Half Page, Half Page, Quarter Page, and Quarter Page. Each option has a corresponding icon and a "View Example" link. Below the radio buttons is a table with columns for each ad size and rows for Width (range), Height (range), and Itineraries.

	Full Page	Half Page	Half Page	Quarter Page	Quarter Page
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

A "CONTINUE" button is located at the bottom right of the page.

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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 information as well as any group details (only available when group pricing was indicated earlier).

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Your Ad Specifications

Select Sailings

Click and drag an itinerary to change the order in which it will be displayed.

14-Day An Australian Autumn

14-Day South Pacific Isles

FIND SAILINGS »

Choose Image

Custom Messaging

Your Agency Logo

At any time you may edit any part of your project by revisiting the sections above.

CREATE AD

Discover the Extraordinary Worlds of Seabourn

AN AUSTRALIAN AUTUMN Roundtrip Sydney • 14 days • Mar 8, 2020 from US\$8,999

SOUTH PACIFIC ISLES Roundtrip Auckland • 14 days • Jan 6, 2020 from US\$7,999

SEABOURN

LOGO HERE

This is a custom message.

Preview Only Not Actual Size

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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.

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You're almost finished!

A high resolution PDF has been created, but it has not been saved to your computer. Click the PDF icon below to download the PDF to your computer. Once you close this window, your PDF will no longer exist on our servers.

Download Your Ad

CLOSE

Preview Only Not Actual Size

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