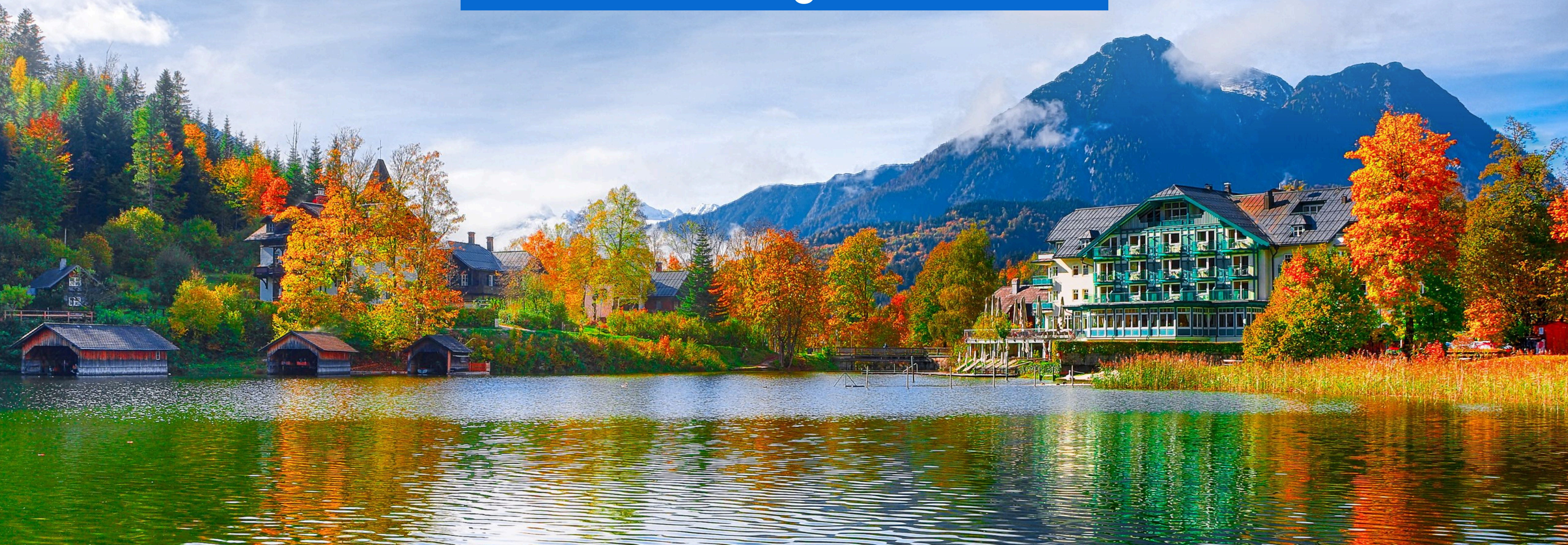
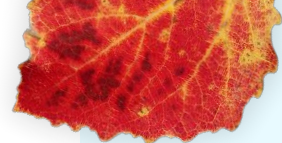




Fall Travel

Marketing Toolkit





Fewer crowds. Cooler temps. Better prices. Fall is the smartest time to travel — and your member benefits make it even smarter. Exclusive discounts on hotels, flights, car rentals, theme parks, and more are waiting. All that's left is picking where to go.

Contents

Marketing Copy 1

Social Media Images 2

Web & Email Banners 3

Digital & Print Flier 4

PowerPoint Slide 5

Email HTML 5



Pro Tip:
Need tips on how to utilize the toolkit materials?
Check out this video tutorial:
[How to Use Marketing Toolkits](#)



Marketing Copy

Any marketing copy in this document and in the attached assets can be utilized for multiple types of promotional content including emails, ads, videos, blurbs, blog articles, advertorials, social media posts, Slack, Microsoft Teams, etc.

- **Mini**

Fall trips. Up to 50% off. Travel costs less with [add your program name here].

- **Short**

Autumn adventures. Member prices. Your next fall getaway costs less here.

Save up to 50% when you book with [add your program name here].

- **Medium**

Off-peak season. On-point savings. Enjoy autumn travel and save up to 50% on hotels, theme parks, car rentals, and more. Find your fall destination at [add your discount program travel homepage URL here].

- **Long**

Whether you're thinking of a cozy mountain cabin, coastal getaway, city break, or theme park trip with fewer crowds — fall has something for everyone. Enjoy up to 50% off hotels, flights, car rentals, theme parks, and more. Make the most of autumn without paying peak prices at [add your discount program travel homepage URL here].



Social Media Images

These images can be used on Facebook, Instagram, and other social channels. Two image sets have been provided. One that includes the Access Perks logo and one that is ready to use as is or add your logo.

1015x1350	1080x566	1080x1080
1080x1350	1080x1920	1200x630

Download Images



Note: The raw, unedited, text-free images used in this toolkit have been provided for you to use at your discretion when creating your own fall travel promotions.

[DOWNLOAD IMAGES >](#)



Want more content like this? [Visit your CMP](#)



Web & Email Banners

These banners can be used in your emails, bulletins, newsletters, and other communications. Make sure to place the banner as close to the top of your emails as possible. This will ensure your audience sees it as soon as they open the email. Two banner sets have been provided. One that includes the Access Perks logo and one that is ready to use as is or add your logo.

242x463	600x400	1272x792
300x250	700x400	1500x500
300x300	716x130	1500x1000
396x175	728x90	1600x350
458x720	1020x380	1600x800
468x60	1140x655	1880x360
600x125	1200x600	2400x1350
600x220	1208x744	

Download Banners



Want more content like this? [Visit your CMP](#)



Digital & Print Flier

This flier can be printed, used digitally for a landing page, or added as an attachment to an email. Before using, don't forget to customize it with your program information, so your audience knows where to go to get their savings. Two versions of the flier are included. One that includes the Access Perks logo and one that has room to add your logo.

Book your fall getaway today!

[Add your discount program travel homepage URL here]

Need help booking? Call

[Add your customer service number here]



Download Flier

Autumn Adventures for Less

Save up to 50% on fall travel
all season long.

The air is crisp. The views are unreal. The price is right.
Enjoy discounts on:

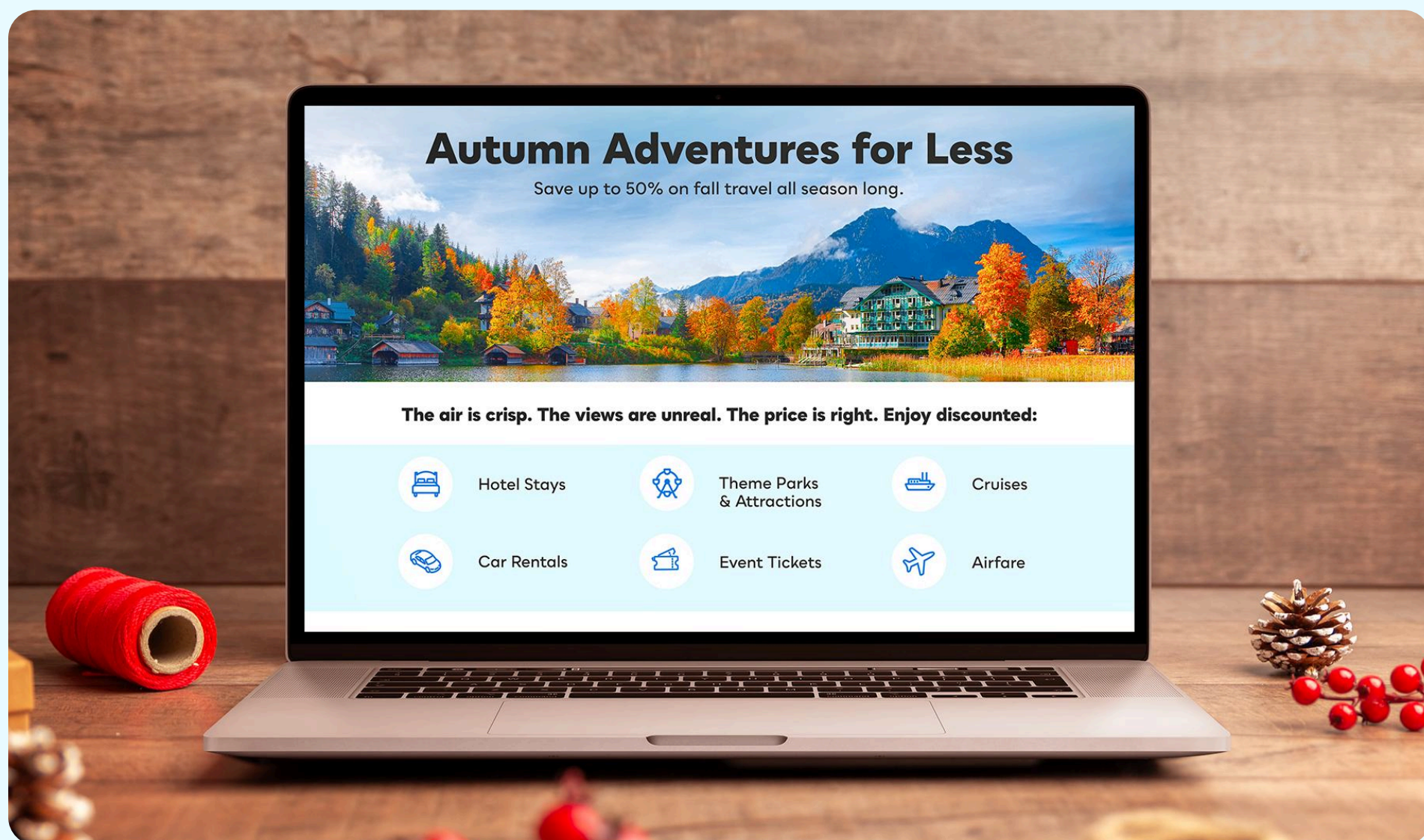
	Hotel Stays		Theme Parks & Attractions
	Cruises		Car Rentals
	Event Tickets		Airfare

Book your fall getaway today!
[Add your discount program travel homepage URL here]

Need help booking? Call
[Add your customer service number here]







PowerPoint Slide

This designed slide can be easily added to any PowerPoint presentation. You can utilize this slide to promote the program at company town halls, during open enrollment, customer sales demonstrations, and new employee orientations.

16:9

4:3

Download Slide



Email HTML

Grab this HTML to email your audience through your own email platform. Each HTML file provides implementation instructions, an image of the email to show the design and what it should look like, all images used in the email, and the subject line and preheader.

Download HTML





Contact your Client Marketing Specialist (CMS) if you have any questions about this toolkit and how to get the most out of the assets. If you don't know who your CMS is, please call our customer service number and they can find out for you at 1-877-408-2603.

