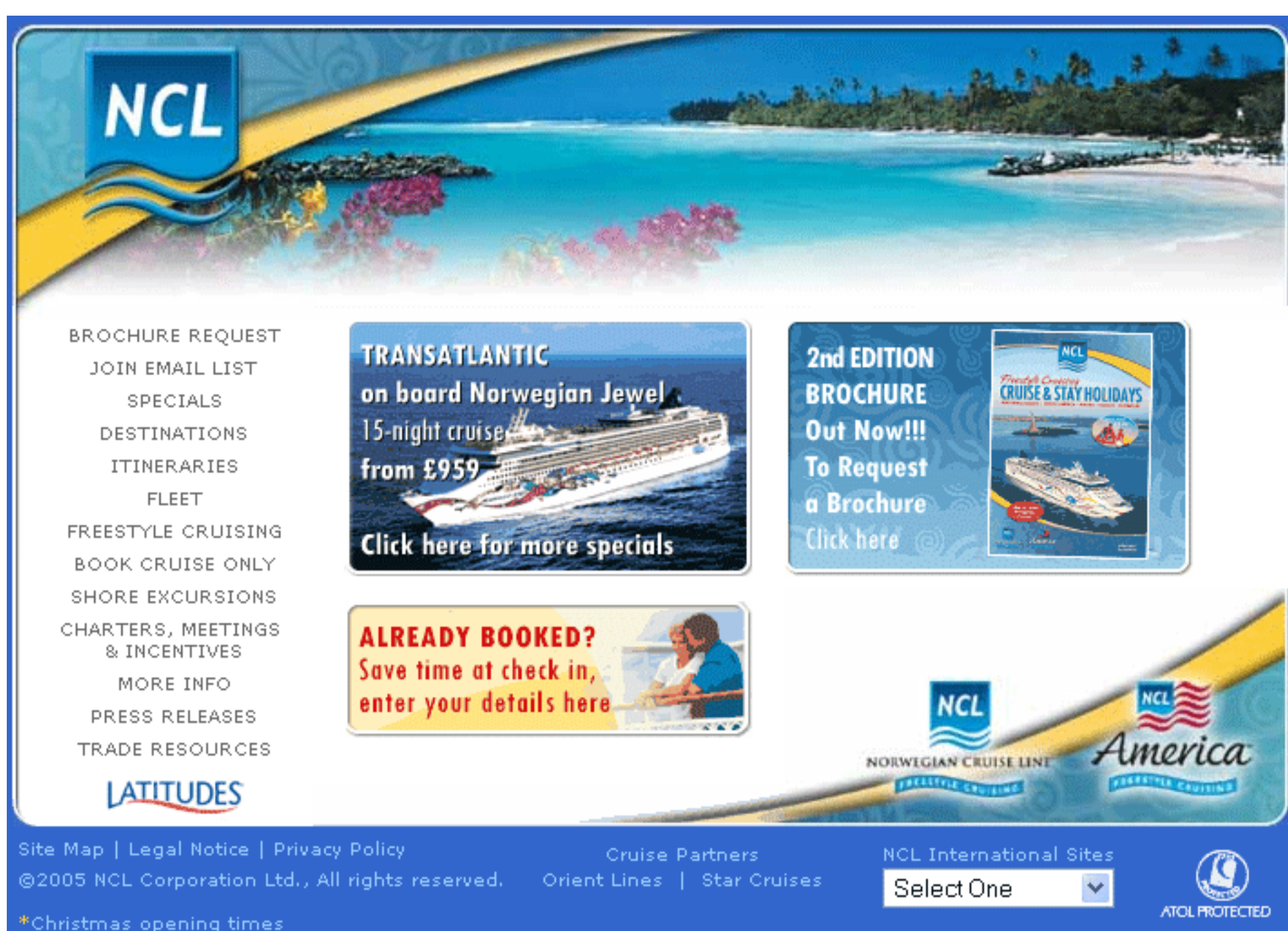





## NCL Home Page


Home page design for www.uk.ncl.com. The UK website for Norwegian Cruise Lines, the third largest cruise line in the world. The site design had to reflect the spirit of *Freestyle Cruising*. www.uk.ncl.com Attracted over 10 000 hits per month.



- BROCHURE REQUEST
- JOIN EMAIL LIST
- SPECIALS
- DESTINATIONS
- ITINERARIES
- FLEET
- FREESTYLE CRUISING
- BOOK CRUISE ONLY
- SHORE EXCURSIONS
- CHARTERS, MEETINGS & INCENTIVES
- MORE INFO
- PRESS RELEASES
- TRADE RESOURCES

**LATITUDES**

**NORWEGIAN CRUISE LINE**  
FREESTYLE CRUISING

**America**  
FREESTYLE CRUISING

Site Map | Legal Notice | Privacy Policy | Cruise Partners | NCL International Sites  
©2005 NCL Corporation Ltd., All rights reserved. | Orient Lines | Star Cruises | Select One


\*Christmas opening times

ATOL PROTECTED

## Trade Resources

Trade resources pages accompanied most promotions and the main purpose was to make collateral and communication available to travel agents and their in-house design teams who would use the NCL promotions in their own advertising.

**NORWEGIAN CRUISE LINE**  
FREESTYLE CRUISING

**America**  
FREESTYLE CRUISING


# TRADE RESOURCES

Fleet ♦ Specials ♦ Itineraries ♦ Destinations ♦ Freestyle Cruising ♦ Book Cruise Only ♦ More Info ♦ Press Releases

- AGENT HOME
- AGENT DOWNLOADS
- NCL PHOTO LIBRARY
- CO-OP MARKETING
- ORDER BROCHURES
- INFO
- CHRISTMAS OPENING HOURS
- MEETINGS & INCENTIVES
- GROUP DEPARTURES
- E-COMMERCE SUPPORT
- CONTACT
- WHO'S AT NCL
- MEET THE SALES TEAM
- REGISTER FOR EMAIL LIST
- LATITUDES
- SITE MAP

### GUIDELINES & CO-OP ADVERTISING/MARKETING

#### Sale Of All Sails™ Collateral



If you are producing brochures and other co-op marketing pieces for Sail Of All Sails™ we would ask that you follow the guidelines below. We have also included downloads of the NCL logo and our ATOL logo, which may prove useful.

Please note that NCL will only pay marketing contributions to collateral, which has been signed off by our marketing department prior to production. Please contact Oliver Beckett or Lara Macdonald on 020 7591 8702 alternatively send them an email [obeckett@ncl.com](mailto:obeckett@ncl.com) and copy in [lmacdonald@ncl.com](mailto:lmacdonald@ncl.com). Please allow at least 48 hours for sign off.

#### GUIDELINES:

- An NCL ATOL logo should be displayed, if the featured package includes flights purchased from NCL. The Sail of all Sails™ logo is used to promote this special offer. Where space allows the appropriate Norwegian Cruise Line and/or NCL America logos should be used. Where possible please use a ship picture with the appropriate brand logo. **You are also able to use our offer message 'bubbles'.** (Please see downloads)
- Lead prices as per flyer
- Accommodation should be referred to as staterooms, rather than cabins and oceanview rather than outside
- Pricing should be quoted in £s per person
- Terms and conditions should be stated:** The cabin upgrades and on-board credits vary from cruise to cruise and departure to departure and will be updated on a daily basis. All are subject to availability at the time of booking. All holidays are subject to NCL *Freestyle Cruising* "Cruise & Stay Holidays" 2006-2007 2nd edition brochure Terms & Conditions. (Your Company) act as retail agents on behalf of ATOL holder 2752. A credit card charge may apply. Terms & Conditions apply.
- HURRY! Book by 28 February 2006**

**Headline messages to be used (in order of priority)**  
**Font to be used: FUTURA EXTRA-BOLD-CONDENSED**

- THE HEADLINE MESSAGE MUST READ 'GET ON BOARD WITH OUR BIGGEST SALE!'**
- HURRY! BOOK BY 28 FEBRUARY 2006**


Image Downloads  
All images are Hi Resolution. 300dpi, CMYK, compressed JPG or PDF files available for either MAC or PC (.zip format).



[Click here to download](#)



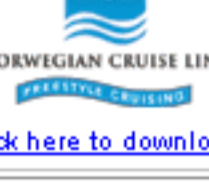
[Click here to download](#)



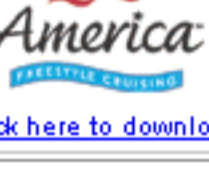
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## HTML email broadcasts

I was responsible for the design and coordination of email broadcasts to agents and consumers.

-----Original Message-----

**From:** NCL Group [mailto:[ukconsumer@ncl.com](mailto:ukconsumer@ncl.com)]  
**Sent:** 25 November 2005 11:00  
**To:** lbaissac@ncl.com  
**Subject:** Win with NCL

This message contains graphics. If you do not see the graphics, [click here to view](#).



Dear Luc,

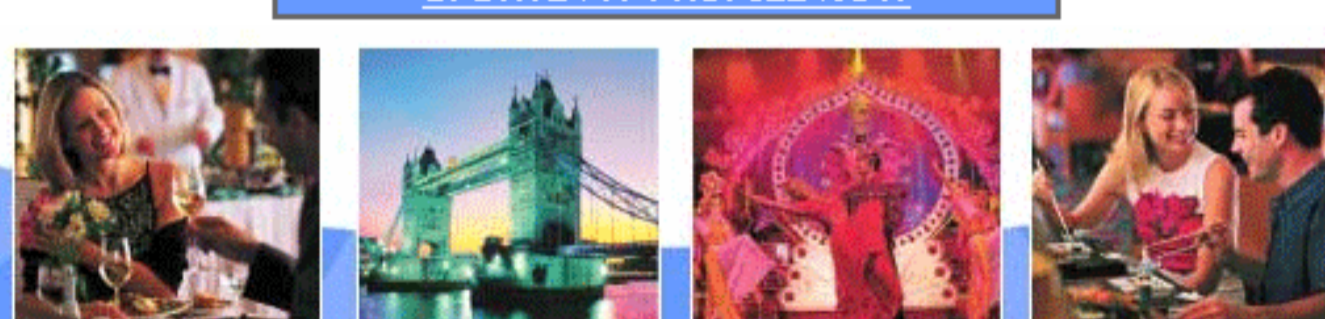
NCL values your opinion regarding cruise holidays and particularly we try to keep you informed about news and offers in the cruising world that match your unique requirements. To help us do this we would be grateful if you take a brief look at the details you have provided previously and amend any items that might have changed.

**In appreciation for your help on this we will enter you into our draw for some exciting prizes which include:**

**UK Weekend away for two  
Case of Champagne  
Marks and Spencer Vouchers.**

Your chance to win is only a click away.  
You will be asked to confirm your email address as a security measure to confirm your eligibility to enter the draw.

[UPDATE MY PROFILE NOW](#)



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