



## **Become a TACT Participating Airline and benefit from the privileges**

The TACT publication is not only a guide to the whole cargo industry; it is also a communication tool for airlines to pursue cost-efficiency in cargo handling, as well as administrative procedures. The majority of the information is standardised; however, every airline is likely to deviate from the standard for example when it concerns insurance, transport of perishables, live animals, valuables, etc. These unavoidable deviations need to be communicated and circulated as well. Due to the nature of the industry, this must be done on a worldwide basis.

Besides the need for communication for cost-effective reasons, a large number of government authorities around the world oblige airlines to comply with a legal obligation of price publishing. In addition, the TACT publication is recognised by the Prorate Agency as the basis for interline rating. Due to these very specific product features and because of its worldwide distribution network, TACT is the most appropriate publication for any airline to participate in.

TACT Participating Airlines will enjoy the following benefits:

### **1. Discounts on TACT Subscription Fees:**

Participating Airlines receive discounts on TACT subscriptions. If a new Participating Airline is already subscribing to TACT, discounts will be effective starting from the following subscription year.

### **2. Rates and Rules Publishing:**

Participating Airlines have the exclusive right to publish their deviating rates and rules in TACT. The rates published are free of charge, whereas the rules pages are charged per quarter-page with a minimum charge of 1 page.

### **3. Choice of Distribution Method:**

Only a Participating Airline is given the choice to have their TACT CD or Manuals delivered at Schiphol Airport in bulk, or, to make use of a door-to-door service. If necessary, a combination of the two options is also possible.

- **Deliveries at Schiphol Airport in bulk**

Shipments will be consigned to Schiphol Airport and delivered at the local representative "Free on board" and "Ready for Carriage". We entrust the airline to take care of the air transportation and the address labeling of the individual packages with the final destination addresses.

- **Door-to-door service**

Every product package will be labeled with the final destination address and forwarded by public mail, courier service or other means of commercial delivery services. It is the publisher's prerogative, which door-to-door delivery service will be used.



#### **4. Advertising Opportunities:**

Over the years, TACT has proven to be an attractive advertising tool to reach the air cargo industry. Thousands of subscriptions are distributed all over the world to airlines, agents and freight forwarders. The Participating Airline is entitled to two, one-quarter page advertisement, or one half page advertisement, per year free of charge. Additionally, the Participating Airline will receive a **15% discount** on advertising rates applicable to full-page advertisements.

#### **5. Discount on Advertising:**

**FREE OF CHARGE** (each subscription year)

- 2 x quarter page advertisements  
or
- 1 x half page advertisement
- 15% discount on full page advertisements

**To join as TACT Participating Airline, please contact:  
TACT Customer Service at [customerservice.indp@iata.org](mailto:customerservice.indp@iata.org)**