

2024 PRICE LIST

www.ttgitalia.com



Format	List Price
SKIN BANNER 1920X1080 pixels	€ 1.700
SUPER BANNER HEADER 728X90 pixels	€ 660
SLIM BANNER 910X27 pixels	€ 440
LARGE RECTANGLE 336X280 pixels	€ 660
WIDGET SPOTLIGHT**	€ 220
EXTRALARGE RECTANGLE 600X500 pixels	€ 660
HALF RECTANGLE 336X140 pixels	€ 550
SKYSCRAPER 160X600 pixels	€ 550

SECTIONS:

HOME + BLOG, NEWS, INSIDER AND PEOPLE, VIP LOUNGE, A WORD FROM THE EDITOR, TTG LUXURY.

NB: The quotes for the banners are per week, in a single position, VAT excluded.

TTG REPORT

The **TTG Report** Newsletter is sent from Monday to Saturday to 80,000 tourism professionals.



Format	Position	List Price
HEADER BANNER 468X60 pixels	Newsletter	€ 330
LARGE RECTANGLE 336X280 pixels	Newsletter	€ 330
TOP CLASSIC BANNER 468X60 pixels	Newsletter	€ 220
WIDGET SPOTLIGHT*	Newsletter	€ 230
MID CLASSIC BANNER 468X60 pixels	Newsletter	€ 160

NB: all prices shown are excluding VAT and per delivery.

*The spotlight banner is an automatic widget that refers to an advertorial published on www.ttgitalia.com.

DIGITAL EDITION

<https://www.ttgitalia.com/publisher/digitalpaper/section/?is=7>

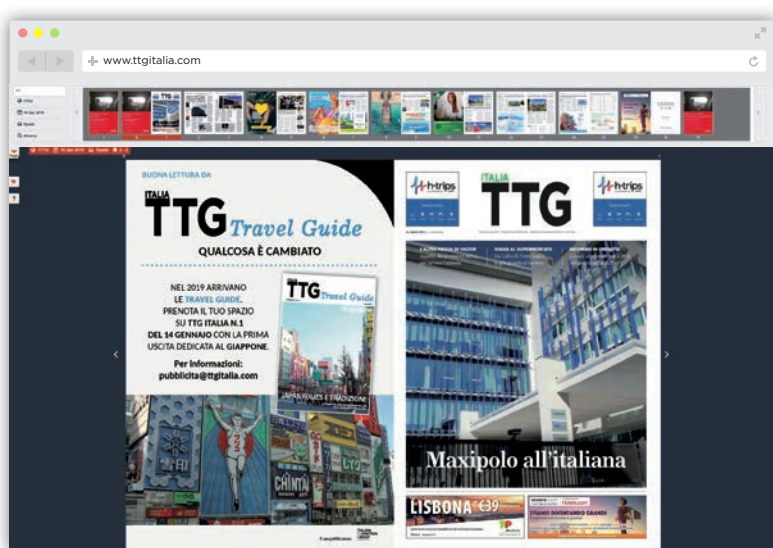
The **digital edition** of the TTG ITALIA weekly magazine is accessible from every device and is 100% responsive

PRICE LIST

- Digital edition 2 weeks **€ 2,750** + mobile banner (2nd position).
- Digital edition 4 weeks **€ 4,400** + mobile banner (2nd position).



DIGITAL PAPER SPONSORSHIP



BEFORE THE FIRST

full page of advertising as an inside front cover (The client's advertisement is flanked by the first page of the newspaper with the message: **ENJOY THE READ...**)

TECHNICAL SPECIFICATIONS OF THE PAGE

Full-bleed format: 285x410 mm + 5 mm of bleed

File format: .pdf o .jpg

Size: 300 dpi, rgb

MOBILE BANNER

40% of the pages viewed are generated by the mobile.

Let people know you

Three options to reach the market and promote your business.

PRICE LIST

HOME PAGE



- Header banner:
weekly price **€ 660**



- Body Home Banner:
weekly price **€ 440**

NEWS



- Banner Article News:
You can see it in every news
weekly price **€ 1,100**

TECHNICAL SPECIFICATIONS

File format: 320x60 pixels

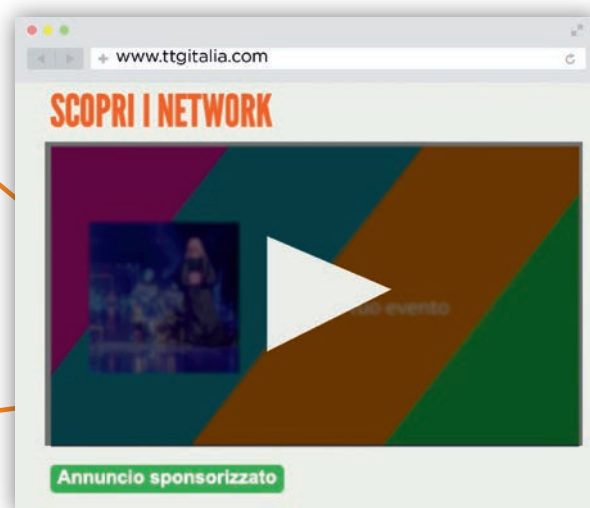
File format: .jpg o .gif (static or animated)

File weight: 100 kb + connecting link

BANNER VIDEO

PRICE LIST AND SECTION

- Weekly price **€ 880**, position: home page, right shoulder header of the site - Home page, header
- Weekly price **€ 660**, position: home page, sotto widget job talent - Home page, under



TECHNICAL SPECIFICATIONS

File format: Video Mpeg 4 HD 1080 high resolution

Duration: one minute

Text: 30 characters (spaces included)

PRODUCTION AND DELIVERY

The production of the video is entirely at the customer's expense. Videos must be sent within 7 working days of the publication date to materiali.web@ttgitalia.com.

GENTE DI VIAGGI IL PODCAST DI TTG ITALIA SPONSORSHIP

PRICE LIST

- 2 weeks € 660
- 4 weeks € 1,100



Gente di viaggi
il **PODCAST** di
TTG Italia

Ascolta le interviste
e le news di **TTG Italia**
quando vuoi e dove vuoi!

Listen on  Spotify

È una pubblicazione 

TECHNICAL SPECIFICATIONS

gingle duration **10 seconds** - **MP3** da **145 KBPS**

PRODUCTION AND DELIVERY

The production of the gingle is entirely at the customer's expense. Gingles must be sent within 7 working days of the publication date to materiali.web@ttgitalia.com.

INTERACTIVE WEBINARS <http://ttglab.ttgitalia.com/>

VUOI ESSERE
**TRA GLI AGENTI
DI VIAGGI ITALIANI**
CHE PARTECIPERANNO
AL WEBINAR?



A convenient and effective tool that allows companies to present news about products and services in real time to the trade.

Interactive chat between speakers and audiences, facilitating the relationship and collaboration between both parties.

Always available: and for those who cannot connect in real time, our webinars are also available for later viewing. At the end of the webinar we will provide a report on the number of members and the questions asked.

SERVICES INCLUDED:

- Dem*
- Banner*

LIST PRICE:

- 100 members **€ 1,320 + vat**
- 500 members **€ 2,100 + vat**

*The material is prepared by us.

E-LEARNING <http://ttglab.ttgitalia.com/>



Supported by a **complex and innovative platform**, which is owned and has been specially designed by technicians of the Polytechnic University of Turin, IEG-TTG Italia's Publishing Tourism Division's e-learning allows simultaneous access to an **unlimited number of users**.

The aim is to provide thorough training, without any time constraint for the customer or for registered members.

With the guarantee of **assistance and of a tutoring** service that can intervene when needed, and with the assurance that members, monitored using specially structured tests, will achieve a high level of preparation.

LIST PRICE:

From **€ 9,900 + vat** with a minimum of 4/5 modules + minisite with maintenance for 6 months, visible online via the E-LEARNING link: <http://ttglab.ttgitalia.com/>

Thanks to its special structure, the IEG platform allows:

- **the uploading of documents and video clips (even heavy files)** that cannot be replicated or copied by third parties as they are protected by a special security code;
- **the viewing** of videolessons and documents from all **mobile devices** (Iphones, I pads, etc.). Each project can be customized according to the customer's graphics

TTG's e-learning is **supported by a special technical tutoring service** that guarantees rapid answers to users in need of assistance.

TTG's e-learning is **promoted through the various media** of IEG-TTG Italia's Publishing Tourism Division thanks to a **sizeable mailing list** of users who participate in the many different activities organized (trade fairs, roadshows, classroom training etc.) and who show they are highly sensitive to and appreciative of the specialized products and the updates for industry players.

Each project can increase its effectiveness **by tying-in with other IEG Group activities** aimed at bringing together the trade and other industry professionals: the TTG Italia printed newspaper and the daily www.ttgitalia.com online agency, TTG Travel Experience trade fairs, workshops, training sessions and classroom refresher courses.

PRICE LIST 2024 - TTGITALIA.COM SPECIAL PROJECTS

QUICK SURVEY

Using our profiled database we can provide targeted and ad hoc market analyses according to the customer's needs.

The main clusters:

- Travel agencies
- International buyers
- Hotels
- The MICE sector



We **provide surveys and market analyses** using targeted **questionnaires which** are sent to the most strategic trade targets for the customers.

The TTG Italia surveys allow companies to measure the level of know-how Italian and foreign customers have of products, destinations and services.

The data may be accompanied by further in-depth studies of the qualitative-quantitative analysis of market trends, or by targeted additions to the statistical know-how made available by the most authoritative sources.



How the analysis is carried out:

- Focusing on needs and objectives
- Drafting the questionnaire
- Dispatching to the database
- Data collection
- Data analysis
- Presentation to the client

LIST PRICE:

€5,500

TTG JOB TALENT

https://www.ttgitalia.com/publisher/job_talent/section/



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CONTENT:

NEWS, MARKET RESEARCH, INTERVIEWS ON THE WORLD OF EMPLOYMENT IN TOURISM.

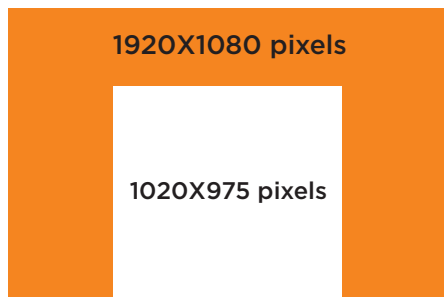
Time of stay on the page: 4 minutes 17 seconds.

NB: the quotations for the banners are intended per week of publication in a single position, VAT excluded.

TECHNICAL SPECIFICATIONS AND ADVERTISING

TTGItalia.com uses **Double Click for Publishers** to manage **banners** and **MagNews**, one of the most popular software solutions, for sending newsletters and DEMS. The technical specifications follow the main **lab standards** to ensure maximum visibility for the conceptualisation.

SKIN BANNER



FILE TYPES ACCEPTED: Images in **.gif** or **.png** format with a transparent central section. Images in **.jpg** format with a gray central section, shade #F0F0EC.

DIMENSIONS AND WEIGHT: 1920X1080 pixels, max 250 kb.

The central area of the banners, measuring 1020x975 pixels, must be transparent as it is occupied by the www.ttgitalia.com website. The parts available for the conceptualisation are therefore the header, which measures 105 pixels high and the two side bands of 450 pixels each. The side bands are seen completely or partially, depending on the reader's screen resolution.

OTHER BANNERS

FILE TYPES ACCEPTED:

Images in **.jpg**, **.png** and **.gif** format (fixed or animated).

NB: for the banner in the **newsletter** we recommend **.jpg** format because not all e-mail providers display the animated gifs completely.

DIMENSIONS AND WEIGHT:

Superbanner - 728x90 pixels: max 70 kb

Large Rectangle - 336x280 pixels: max 70 kb

Half Rectangle - 336x140 pixels: max 40 kb

Slim Banner - 910x27 pixels: max 40 kb

Wide Skyscraper - 160x600 pixels: max 70 kb

Extralarge Rectangle - 600x500 pixels: max 100 kb

Classic Banner - 468x60 pixels: max 50 kb

Mobile Banner - 320x60 pixels: max 100 kb

VISIBILITY

Banners are sold on www.ttgitalia.com for visible time for **up to three banners in the same position**. Exceptions are the skin banners which are sold exclusively, and newsletter banners, which are sold for a **single publication**. For personalized offers (ad impressions, payperclick, personalised landing pages etc.) please contact your local agent.

ROTATION AND DURATION

The three banners on www.ttgitalia.com rotate by refreshing, with a new banner being displayed each time the page is reloaded. The DFP is set to display the banners in the same position: each of the three banners is displayed in the same way during the day. There are no limits to the duration of the animations for the banners, but we recommend not exceeding 10 seconds for an ideal usability.

LINKS AND TRACKING

We provide the **number of impressions** generated during the campaign for all the banners. For banners in .jpg and .gif formats it is sufficient to indicate the **landing page** to which the banner is to be linked (for example: <http://www.nomesito.it>). The link must be towards a web page: links to emails or files to download are not accepted.

PRODUCTION AND DELIVERY

The production of the banner is entirely **at the customer's expense**. Banners must be **sent within 4 working days of the publication** date to materiali.web@ttgitalia.com. For publications and mailings during corporate holiday periods, more time may be requested to allow for adequate planning.