

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>

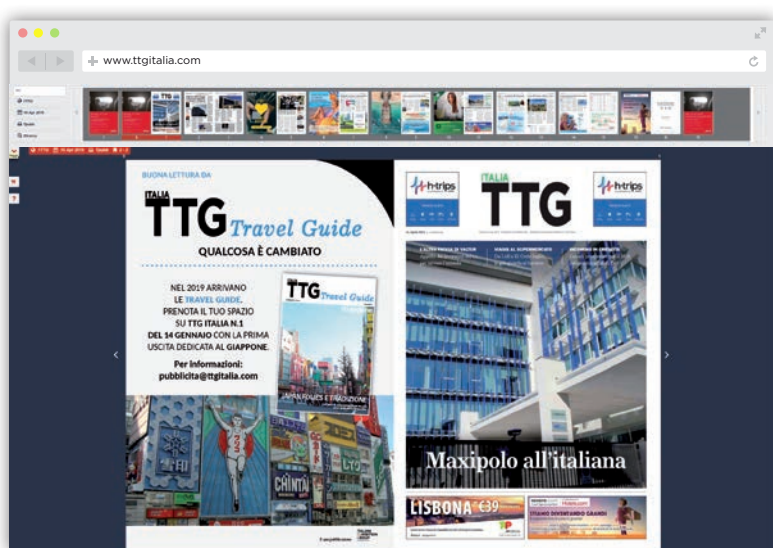
The **digital edition** of the TTG ITALIA weekly magazine is accessible from every device and is 100% responsive

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.

TTG PROMOTION



Format	Position	List Price	Frequency
DEM in html	<i>Sent to 80,000 tourism professionals</i>	€ 1,540	<i>Single DEM</i>

NB: All prices are exclusive of VAT for the DEM

TECHNICAL SPECIFICATIONS

GRAPHIC FORMAT

Our sending system (MagNews) allows you to upload the material to be sent in two ways:

- 1) by importing a zip file containing an html file and linked images.
- 2) by importing the material from a web url on which the material with the linked images was published.

The maximum template width is 600 pixels. The maximum weight of the images is 250 kb. It is advisable to always set the template inside a table. Flash files, videos, animated gifs and external css are not supported. Online css are supported. For the production of the material, please **use an html editor** and do not provide files converted by other text editing software such as Word, Publisher or Quark as they generate errors when imported.

MATERIAL DELIVERY AND TEST PUBLICATION

The material must be sent within 4 working days to materiali.web@ttgitalia.com. For consignments during company holiday periods it may be necessary to allow more time. Within 24 hours of the receipt of the material a draft of the DEM will be sent to the client for approval together with the automatic reports of MagNews on the spam score and any errors found in the html file.

TRACKING

For each DEM sent we can provide the number of openings and clicks made on each link in the text 5 days after the receipt of the material.

PRODUCTION OF THE MATERIAL

The production of the material is entirely at the customer's expense. For customers who do not have a web agency we can create a standard DEM consisting of an image provided by the customer and a text of max 400 characters under the image. The cost of this service is €100 + VAT.

SUBJECT AND BODY OF THE TEXT

The **subject of the email is customizable** and must be indicated at the same time as the delivery of the material. The subject is very important, as it affects the data of the opening of the e-mail itself. It is therefore advisable not to exceed 60 characters, to avoid as far as possible uppercase and special characters (exclamation marks, quotes, ellipsis, etc.) as these increase the possibility of the text being classified as spam.

It is advisable to leave a white background in the body of the text, to have a percentage of texts appropriate to the images, to place the opening of the links in a new "blank" window and to provide a description of the images in upper case, to go to a new paragraph use "br" instead of "p" so that it is not interpreted as a double space. Finally, make sure that the "call to action" or the link to be clicked on is clearly visible.

SPOTLIGHT

<https://www.ttgitalia.com/publisher/spotlight/section/>

The **Spotlight** is an advertorial prepared by a journalist and published in a special section of the site. It can contain texts, photos and other multimedia elements that will be assembled and set up by our graphic department.



Format	Position	List Price	Frequency
ONLINE	Spotlight Section	€ 2.200	1 year in Spotlight + 1 week as a banner in Home or News
SENT AS DEM	Sent to 80,000 tourism professionals	€ 660	One post
WIDGET SPOTLIGHT IN THE NEWSLETTER	Sent to 80,000 tourism professionals	€ 220	One post
WIDGET SPOTLIGHT ON THE SITE www.ttgitalia.com	Home page + News	€ 220	1 week

NB: tall prices are exclusive of VAT.

TECHNICAL SPECIFICATIONS

The Spotlight is an **advertorial** prepared by a journalist and published in a special section of the site. It can contain texts, photos and other multimedia elements. The layout is on a predefined template of the www.ttgitalia.com website.

The production of the Spotlight takes about 15 working days from the receipt of the order.

The customer must agree to be contacted by the journalist and provide the photographs and other multimedia elements to be included. The finished Spotlight is sent to the customer for approval and **published on the site in the chosen position for one year. Also included in the price is visibility on the home page (2 widgets available) or in the news (1 position available) for at least a week.** The customer can decide, based on availability, when to publish the callback widget on the Spotlight, which does not necessarily have to correspond to the date it was published.

The Spotlight can, in addition, contain as well as the **main photo** (600x450 pixels) a **photogallery** and videos embedded by external sites such as Flickr and Youtube. It can be **linked to the customer's website** and geo-localized on a Google map to easily identify a destination or a location. It can also contain up to three special **links with photos and descriptions** chosen by the customer.

When it is ready the Spotlight can get **further visibility** in three ways:

- 1-by publishing a booster widget in the daily TtG **newsletter**.
- 2-by publishing a widget on the **home page**; this can be purchased after the first free week.
- 3-by sending an email **DEM** to our database of 54,000 tourism professionals. The layout will be a standard format with the images and texts supplied, while video and other multimedia content will not be supported. It can contain both a link to the online Spotlight and to the client's website.

NB: widgets and spotlights are automatically generated by ttgitalia.com and do not entail additional costs for the customer.

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/



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
HALF RECTANGLE 336X140 pixels	€ 660
SKYSCRAPER 160X600 pixels	€ 550
EXTRALARGE RECTANGLE 600X500 pixels	€ 550

CONTENT:

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

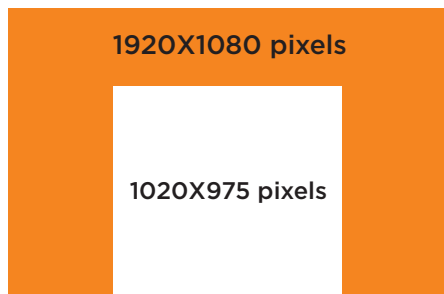
Time of stay on the page: 4 minutes 17 seconds.

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.