2026 PRICE LIST

www.ttgitalia.com

SKIN BANNER–1920x1080 PIXEL

SUPER BANNER HEADER–728X90 pixel

LARGE RECTANGLE 336X280 pixel

HALF RECTANGLE 336X140 pixel

EXTRALARGE RECTANGLE 600X500 pixel

SKYSCRAPER 160X600 pixel

Format	Listino
SKIN BANNER 1920X1080 pixel	**1.700 €**
SUPER BANNER HEADER 728X90 pixel	**660 €**
LARGE RECTANGLE 336X280 pixel	**660 €**
HALF RECTANGLE 336X140 pixel	**550 €**
WIDGET SPOTLIGHT**	**220 €**
EXTRALARGE RECTANGLE 600X500 pixel	**660 €**
SKYSCRAPER 160X600 pixel	**550 €**

SECTIONS:

HOME + OPINIONS, 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 600X77 pixel	*Newsletter*	**330 €**
LARGE RECTANGLE 300X250 pixel	*Newsletter*	**330 €**
WIDGET SPOTLIGHT*	*Newsletter*	**220 €**
TOP CLASSIC BANNER 600X77 pixel	*Newsletter*	**220 €**
MID CLASSIC BANNER 600X77 pixel	*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**.
For further information see the Spotlight price list on **www.ttgitalia.com**.

DIGITAL EDITION

https://digitalpaper.ttgitalia.com/epaper/

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**...)

CLOSING PAGE

Full page of advertising without the written Happy Reading. Creativity they may be different for the page opening and closing page or the same

TECHNICAL SPECIFICATIONS OF THE PAGE

TTG TODAY
Full-bleed format: 285x410 mm + 5 mm of bleed File format: .pdf o .jpg Size: 300 dpi, rgb

TTG MAGAZINE
Full-bleed format: 210 x 285mm + 5 mm of bleed File format: .pdf o .jpg Size: 300 dpi, rgb

BANNER MOBILE

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

Let people know you

Three options to reach the market and promote your business.

LISTINO

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

ITALIA TTG — ITALIAN EXHIBITION GROUP — Providing the future

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
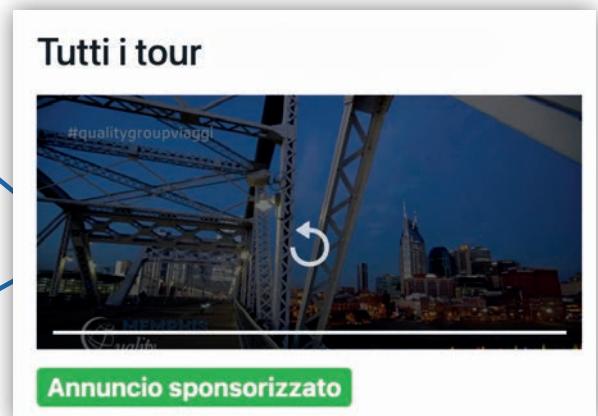
TECHNICAL SPECIFICATIONS

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 **advertising@ttgitalia.com**

GENTE DI VIAGGI IL PODCAST DI TTG ITALIA SPONSORSHIP

PRICE LIST

- 2 weeks **€ 660**
- 4 weeks **€ 1,100**

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 **advertising@ttgitalia.com**

TTG PROMOTION

Format	Position	List Price	Frequency
DEM in html	Sent to 80,000 *tourism professionals*	**€ 1,540**	*Single DEM*

NB: All prices are exclusive of VAT for the DEM

TECHNICAL SPECIFICATIONS

GRAPHIC FORMAT
Our sending system (Marketing Cloud) 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 file jpg, size 600 x 800/1000 pixel

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 **advertising@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 recepit 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/spotlight

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*
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** (800x600 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 widget on the **home page**; this can be purchased after the first free week.

2-by sending an email **DEM** to our database of 80,000 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?
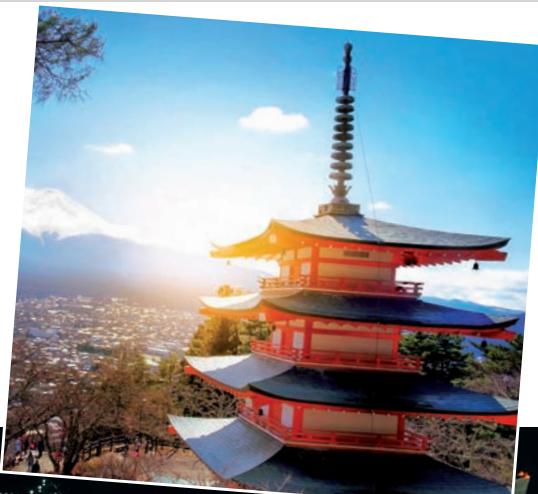
A convenient and effective tool that allows companies to present news about products and services in real time to the trade.

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:

• **€ 1,320 + 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, Ipads, 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.

TTG ITALIA
ITALIAN EXHIBITION GROUP
Providing the future

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20121 Milano-Italia
www.ttgitalia.com

ITALIAN EXHIBITION GROUP SpA
Via Emilia 155
47921 Rimini-Italy
www.iegexpo.it

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

TECHNICAL SPECIFICATIONS AND ADVERTISING

TTGItalia.com uses **GOOGLE AD MANAGER** to manage **banners** and **marketing cloud**, 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

1920X1080 pixel
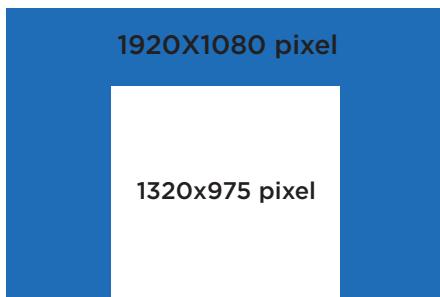
1320x975 pixel

FILE TYPES ACCEPTED: Images in **.gif** or **.png** format with a transparent central section shade #FFFFFF.

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 300 pixels each. The side bands are seen completely or partially, depending on the reader's screen resolution.

OTHER BANNERS

FILE TYPES ACCEPTED:
Images in **.gif** or **.png**

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:

www.ttgitalia.com

Superbanner – 728x90 pixel: max 70 kb

Large Rectangle – 336x280 pixel: max 70 kb

Half Rectangle – 336x140 pixel: max 40 kb

Wide Skyscraper – 160x600 pixel: max 70 kb

Extralarge Rectangle – 600x500 pixel: max 100 kb

Banner Mobile – 320x60 pixel: max 100 kb

TTG Report

Header Banner – 600 x 77 pixel: max 50 kb

Top Banner – 600 x 77 pixel: max 50 kb

Mid Banner – 600 x 77 pixel: max 50 kb

Large rectangle – 300 x 250 pixel: max 50 kb

VISIBILITY

Banners are sold on **www.ttgitalia.com** for visible time for **up to four 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 four 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 advertising@ttgitalia.com. For publications and mailings during corporate holiday periods, more time may be requested to allow for adequate planning.