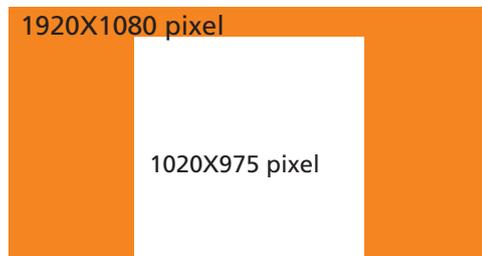


TTGItalia.com uses **DFP** for **banner** upload and **MagNews** for the delivery of **newsletters** and **DEMs**, two software market leaders within their sector. The technical specifications are compliant with the major **lab standards** with the aim to guarantee the maximum visibility and compatibility of the developed art work.

## SKIN BANNER



**ACCEPTED FILES:** Images in **.gif** o **.png** format with transparent central zone. Images in **.jpg** format with grey central zone (hex code: #F0F0EC)

**SIZE AND WEIGHT:** 1920X1080 pixels, max 250kb

The central area of the banner, of 1020x975 pixels, need to be transparent. Editable parts are the header (with height of 105 pixels) and the lateral columns (450 pixels wide each).

## OTHER BANNERS

### ACCEPTED FORMATS

1) images in **.jpg**, **.png** or **.gif** format (fixed or animated)

**NB Newsletters** banners need to be in **.jpg format** as the major mail user agents do not support animated gifs files.

### SIZES AND WEIGHT

According to the dimensions, banners need to be in live with the following weight limits in kilobyte:

**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

### VISIBILITY

On TTGItalia.com banner space is sold by exposure time **for a maximum of three banners in the same position**.

Exceptions: Newsletters banners (sold by single delivery) and Skin Banner (sold as exclusive)

### ROTATION AND DURATION

Banners on TTGItalia.com rotate by refresh (every time the page is being reloaded, a new banner is displayed). OpenX is configured to display the banner in the same position (with a maximum of three) an equal number of times during the day. There are no limits of duration for the animations in banners, we advise however not to exceed 10 seconds and to set the banner in loop to avoid it stops at the last frame.

### LINK e TRACKING

For all banners we provide tracking data of generated impressions and clicks.

For banners in .jpg, .png and .gif format you have to specify the landing page of **the banner**.

### DESIGN AND DELIVERY

Banner design is **completely for the client's account**. Banners are to be sent **within 4 working days** from publication date to [materiali.web@ttgitalia.com](mailto:materiali.web@ttgitalia.com). For publications during office closure periods we reserve the right to increase the advance notice to ensure an appropriate planning.



A Spotlight is an advertorial written by a journalist and published in a dedicated section of the web site. It can contain text, photos and other multimedia elements.

Format	Position	Price list	Periodicity
<b>ONLINE PUBLICATION</b>	<i>Spotlight section</i>	2000 €	<i>1 year in the spotlight section + 1 week in home or news section</i>
<b>DEM DELIVERY</b>	<i>Delivery to 55k Tourism professionals</i>	600 €	<i>Single delivery</i>
<b>BANNER NEWSLETTER DELIVERY</b>	<i>Delivery to 55k Tourism professionals</i>	200 €	<i>Single delivery</i>
<b>BANNER ON TTGITALIA.COM</b>	<i>Home page</i>	200 €	<i>1 week</i>
	<i>News</i>	200 €	

NB: All indicated prices are VAT excluded.

## Technical specifications

A Spotlight is an **advertorial** written by a journalist and published in a dedicated section of the website. It can contain text, photos and other multimedia elements.

The creation of a Spotlight requires about 15 working days from the order confirmation.

We ask the client to be available for being contacted by the journalist in charge and to provide photographs and other multimedia elements that need to be included in the advertorial.

Before publishing, the Spotlight is being sent to the client for final approval and published on the web site for a year in the Spotlight section, with a guaranteed visibility in homepage for at least one week.

The Spotlight can contain a main photo (size: 600x450 pixel), photogallery and video embedded from external sites such as Flickr to three special links with photos and description, depending on the client's wishes.

Once the Spotlight is written, it's possible to increase its visibility in three ways:

- 1- By publishing a re-call banner in the daily Newsletter TTG Report.
- 2- By sending a TTG Promotion e-mail to our database of 54,000 tourism professionals. The spotlight will be formatted in a standard template containing only images and texts; video and other multimedia contents are not supported. The e-mail can contain both a link to the Spotlight as well as a link to the client's web site.
- 3- By publishing a banner on the website (home page or news section) after the first week of free publishing.