

TTG PROMOTION



Format	Position	List Price	Frequency
DEM in html	Sent to 54,000 tourism professionals and 40,000 Italian MICE professionals	€ 1.400	Single DEM

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.