

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.