



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
ONLINE PUBLICATION	<i>Spotlight section</i>	2000 €	<i>1 year in the spotlight section + 1 week in home or news section</i>
DEM DELIVERY	<i>Delivery to 55k Tourism professionals</i>	600 €	<i>Single delivery</i>
WIDGET SPOTLIGHT ON NEWSLETTER	<i>Delivery to 54k Tourism professionals</i>	200 €	<i>Single delivery</i>
WIDGET SPOTLIGHT WEBSITE www.ttgitalia.com	<i>Home page + News</i>	200 €	<i>1 week</i>

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 website 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 widget 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 widget on the website (home page or news section) after the first week of free publishing.

NB the widgets and the spotlights are automatically generated by ttgitalia.com and do not require additional costs for the client's.