



**TUR-INFO.PL**

## About us

**TUR-INFO.PL** is a **leader among online travel news services**. It is a site directed at professional individuals working in the tourism industry - owners and employees of travel agencies, hotels, boarding-houses, restaurants, coach operators, aviation operators, marine operators, as well as suppliers and service providers for the industry. Our readers include also workers and members of organizations, associations, local governments that deal with the promotion of tourism, as well as journalists who specialize in the industry. We can confidently say that we are read by everyone who wants to stay current and know what is happening in tourism.

**The primary objective of the TUR-INFO.PL News Service is fast and accurate communication regarding the industry.** Therefore, every day on the pages of our site we publish the most recent information from the "world of tourism": we write about current events relating to the industry, changes in tax and laws, we inform about new EU funds earmarked for the development of companies in the industry, we present interesting analyses, summaries and forecasts for specific sectors of tourism, as well as publish information regarding industry-specific trainings, conferences and seminars. We also write about novelties and special offers from various companies.

All information published on our website is available for readers at **TUR-INFO.PL**. It has 40400 (as of 30.09.2021) registered users who are reading and interacting with the service.

The News Service of the Tourism Industry was formed in April 2003. Since that time it has delivered more than 60,000 news articles to its readers. Initially it was part of the Internet Tourism Fair TUR-TARGI.PL. From 16 March 2005 it has been operating as the independent news service **TUR-INFO.PL**.

## Why Advertise on TUR-INFO.PL?

If you are unsure whether your company will benefit from advertising in the News Service of the Tourism Industry **TUR-INFO.PL**, please take a moment and discover the top 5 reasons why your ad with us is better than anywhere else:

- **it is cost effective:** you pay only for genuine ad views to a targeted audience, rather than paying for print ads that are shelved or tossed in to the trash;
- **it is interactive:** more comfortable and faster for visitors, anyone interested can immediately find out more;
- **it is flexible:** its content can be customized to the real information needs of the visitors, when it proves ineffective, it can easily be changed;
- **it is possible to check its actual effectiveness:** both page views as well as reactions are measurable - this is not possible with printed ads, when one often never knows what effect the purchased ad brought,
- **reaches a unique target group.**

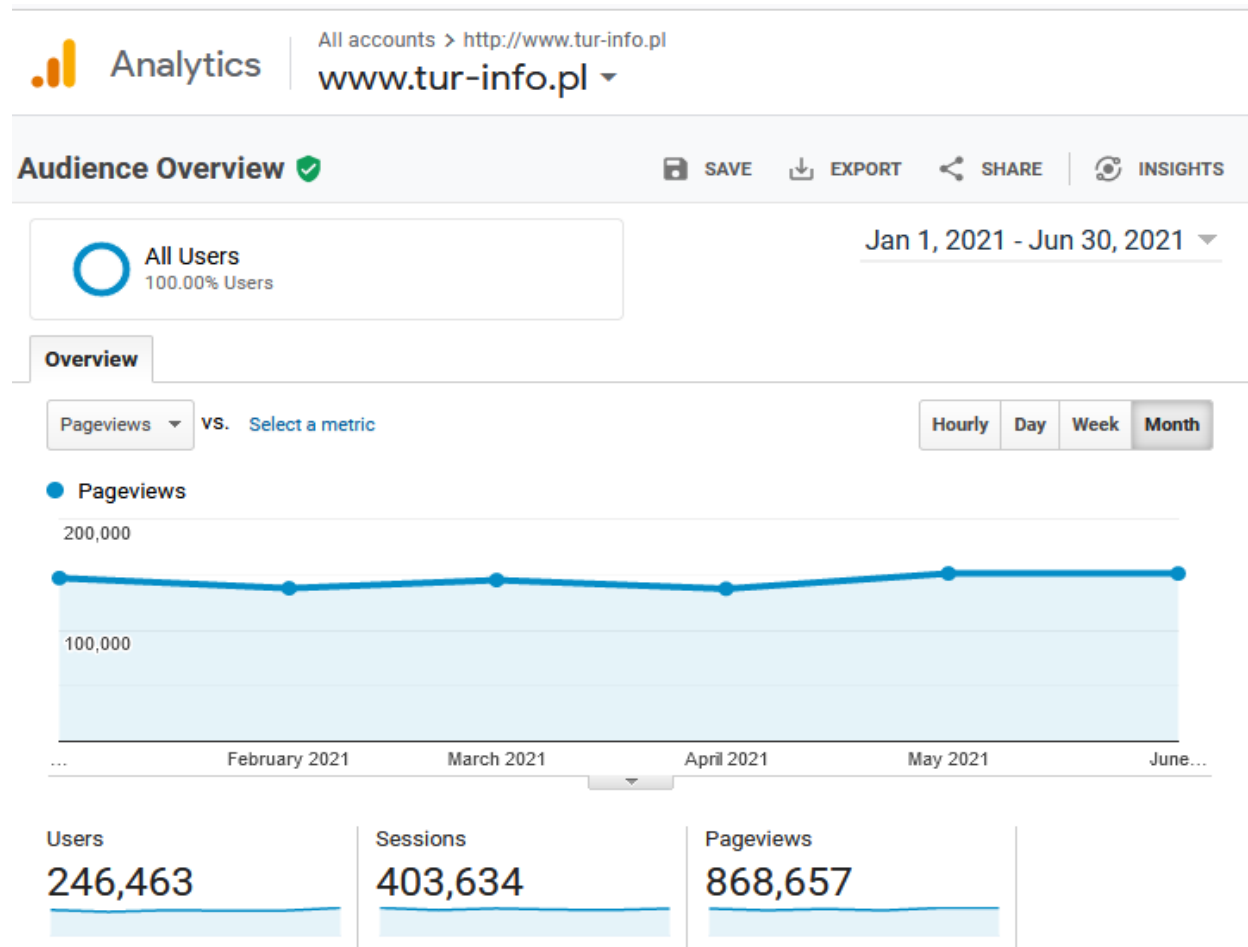
Current site statistics of **TUR-INFO.PL** and information regarding the number of registered users is available at:  
<http://www.tur-info.pl/english/>

## Recent statistics

Chosen groups of our users (40400 users total):

- touroperators and travel agencies – now 16291 users
- hospitality - now 11706 users
- gastronomy - now 7257 users
- passenger transport - now 4218 users
- business tourism offices - now 2340 users

The number of page views of the News Service of the Tourism Industry in first half of 2021 according to Google Analytics (monthly statistics)



## What forms of advertising do we offer?

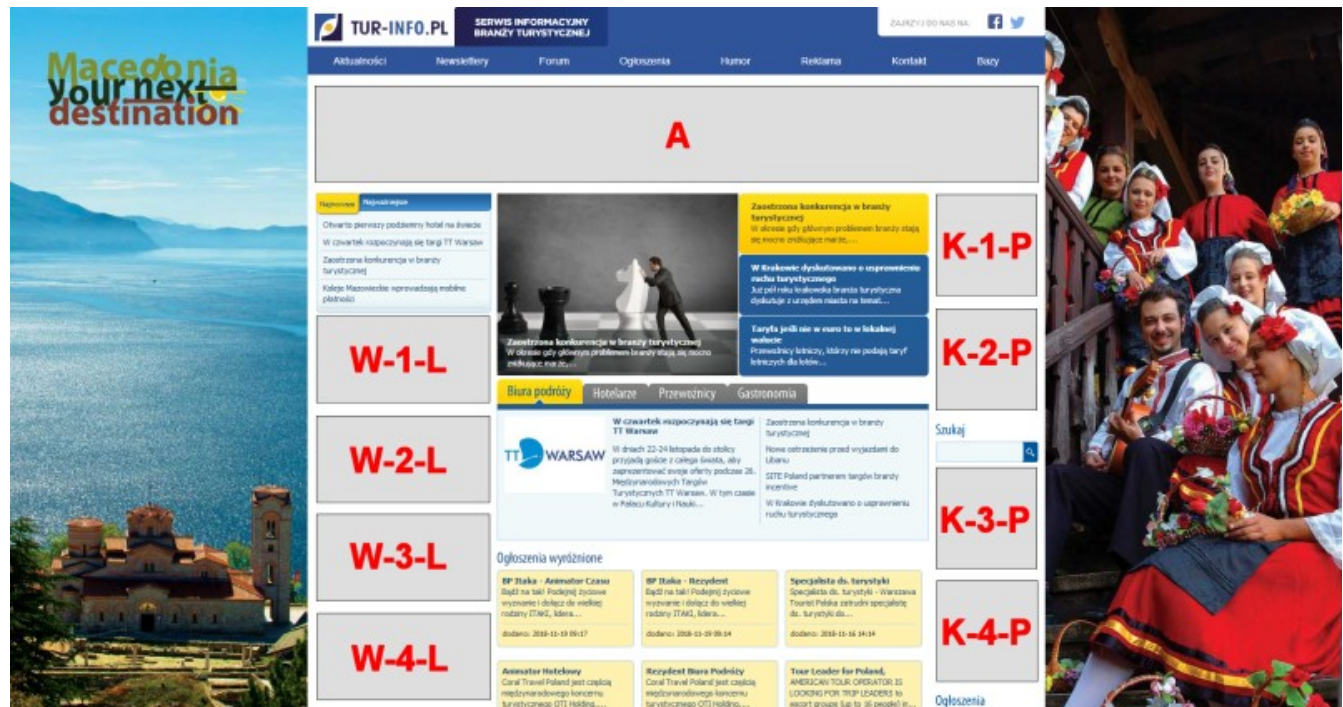
The News Service of the Tourism Industry **TUR-INFO. PL** offers many forms of advertising. For the majority of advertising campaigns it is recommended to combine several forms of advertising with the aim of achieving a better reach to all potential visitors. By combining forms such as those that are continuously displayed with elements that are rotated, or combining ad elements with mailings we assure a greater reach to a wider audience than if focused on only one form of advertising.

## Watermark is the biggest

**T – WATERMARK** it is an image which is showing on both sides of our website and it is constant, user scrolls only middle part of website with content. Clicking on it opens advertiser webpage.

This kind of advertisement has big effectiveness and it allows to present large images splitted to left and right part.

**Example implementation from North Macedonia campaign.**



## Forms of advertising available on the site:

**A - BILLBOARD BANNER** is the largest banner format available on the site. It is two and a half times larger than a traditional banner and much more effective. It occupies a fixed position at the top of the page.

**W and K - SPECIAL FEATURED ELEMENT** appears in the site's side columns. Displayed on every page of the site. An attractive ad in this position will highly interest visitors to the site.

The screenshot displays the TUR-INFO.PL website interface. At the top, the header includes the logo, navigation links (Aktualności, Newslettery, Forum, Ogłoszenia, Humor, Reklama, Kontakt, Bazy), and social media icons. A large gray rectangular area at the top center is labeled with a red 'A', representing a Billboard Banner. On the left side, a vertical column contains a 'Najnowsze' (Latest) section with a list of news items and a 'Najważniejsze' (Most Important) section with a list of featured articles. Below these are four large gray rectangular areas labeled W-1-L, W-2-L, W-3-L, and W-4-L, representing Special Featured Elements. The main content area features a large image of a man moving a chess piece, with a text overlay about competition in the tourism industry. To the right of this image are two yellow boxes with text about tourism competition and Krakow's tourism movement. Below the main image is a section titled 'Biura podróży' (Travel Agencies) with a list of agencies and their services. On the right side, there are three large gray rectangular areas labeled K-1-P, K-2-P, and K-3-P, representing another set of Special Featured Elements. At the bottom right, there is a search bar labeled 'Szukaj' and a section titled 'Ogłoszenia wyróżnione' (Featured Advertisements) with a list of ads.

**B - ADVERTISING INSERT** is an effective promotional tool. Takes the form of a display ad or any advertising item (graphic or text) placed inside the text sections presented on the site. The selection of this area ensures a focus of the customers' attention, which results in high effectiveness of elements placed in these positions.

**V and Q - ADVERTISING ELEMENT** is always present in the site's side columns, displayed on every page of the site. The attractive appearance of the featured element as well as a short and well worded caption will interest visitors and encourage them to click on it.

The screenshot shows the homepage of TUR-INFO.PL, a news service for the tourism industry. The website has a dark blue header with the logo and navigation links: Aktualności, Newslettery, Forum, Ogłoszenia, Humor, Reklama, Kontakt, and Bazy. A search bar is located in the top right corner.

The main content area is divided into several sections:

- Top Section (A):** A large rectangular area at the top of the main content, labeled 'A' in red.
- Left Sidebar (W-1-L, W-2-L, W-3-L, W-4-L):** A vertical column on the left side containing four rectangular boxes, each labeled with a red text 'W-1-L', 'W-2-L', 'W-3-L', and 'W-4-L' respectively.
- Right Sidebar (K-1-P, K-2-P, K-3-P, K-4-P):** A vertical column on the right side containing four rectangular boxes, each labeled with a red text 'K-1-P', 'K-2-P', 'K-3-P', and 'K-4-P' respectively.
- Main Content Area:**
  - Top Left:** A section titled 'Najnowsze' and 'Najważniejsze' with a list of news items.
  - Top Center:** A featured article with a photo of a building in Krakow, titled 'W Krakowie dyskutowano o usprawnieniu ruchu turystycznego' (2018-11-16). Below the photo is a 'Zobacz także' section with links to related articles.
  - Bottom Center:** A large rectangular area labeled 'B' in red, which is a placeholder for an advertisement.
  - Bottom Right:** A search bar with the text 'Szukaj' and a magnifying glass icon.



## M - MAILINGS TO SUBSCRIBERS

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**O - Featured Ad** is intended for ads that are to be highly visible and placed at the top of the list of ads of a given section. Such an ad is displayed in colour and before any free advertisements on the list of advertisements of a given section, it is also presented in a larger font and without any ads at the bottom.

**News Service of the Tourism Industry TUR-INFO.PL**



**S – SPONSORED ARTICLE** guarantees the publication of press information or an interview with photos and hyperlinks. It also includes promotion in our newsletters (relevant to the industry - we have four weekly newsletters: travel agencies and tour operators, hoteliers, gastronomy and passenger transport) and promotion in our social media

## Summary

The available forms of advertising can be classified into two basic categories:

1. Constantly present on the page and always displayed in a fixed position,
2. Sold on the basis of the number of page views and priced according to the number of impressions.

in addition, there are forms of advertising that complement the standard forms of advertising.

The first category (constantly present) includes:

- Watermark "T"
- Billboard banner "A"
- Special featured elements "W" and "K"
- Featured elements "V" and "Q"

The second category (sold based on page views) includes:

- The ad inserts "B"

Another form of advertising is: mailings "M" and featured ads "O". These elements are priced in a slightly different manner. Elements sold on the basis of page views are not presented to non-targeted visitors. There is a possibility of creating a custom campaign, composed of many forms of advertising, tailored to the needs of your business.

## Ad Pricing - constant elements

FORM OF ADVERTISEMENT	NET PRICE PER WEEK
BILLBOARD BANNER "A" appears at the top of the site's page, and is the most prominent feature of the page	250 EUR
WATERMARK "T" An image which is shown on both sides of our webpage on full height and clicking on it opens advertiser's webpage	350 EUR

AD FORMAT	NET PRICE PER MONTH:
SPECIAL FEATURED ELEMENT "W" in the left side column and at the top fixed position, displayed over a minimum period of 3 months	W-1-L - 320 EUR W-2-L - 300 EUR W-3-L - 265 EUR W-4-L - 250 EUR
SPECIAL FEATURED ELEMENT "K" in the right side column and at the top fixed position, displayed over a minimum period of 3 months	K-1-P - 285 EUR K-2-P - 265 EUR K-3-P - 235 EUR K-4-P - 220 EUR

## Ad Pricing - page view elements

FORM OF ADVERTISEMENT	NET PRICE
ADVERTISING INSERT "B" inserts will be displayed in the news section and their articles, after the first paragraph or after the first block of text	800EUR / 100 000 page views

## Ad Pricing - other forms

FORMAT REKLAMY	CENA BRUTTO
S – SPONSORED ARTICLE with FACEBOOK POMOTION	200EUR / ARTICLE
M – MAILING advert mailing to subscribers or users of the service	The price of one mailing to all subscribers costs 0,05 Euro to one address, the price of one mailing to a selected group costs 0,08 Euro to one address. More than three mailings are granted with a bonus.

On customer's request we prepare custom advertising campaigns - the scope and possibilities of which are limited only by the site's intended purpose and in not impeding its use to visitors.

Thank you for giving your attention to this matter.

**Advertising department TUR-INFO.PL**

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