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TRAVEL AGENTS CARD

AUSTRIAN CONVENTION BUSINESS MAGAZIN



WERBE GRAND PRIX

TAI 24TOPNEWS

Steiermark Tourismus

„Grüne Mark“ punktet als leistbare Urlaubsdestination! „Das hilft in preissensiblen Zeiten“

Die Stimmung war gut, als Tourismuslandesrätin Barbara Eibinger-Miedl und der steirische Tourismus und Standortmarketing-Chef Michael Feiertag vor kurzem Ausblicke auf die Saison 2023 zum Besten gaben.



Quality online

www.tai.at



www.tai.at is a b2b-platform for the Austrian tourism industry and offers various possibilities for advertising – on point for each target group. Our readership covers the entire spectrum of touristic key players:

travel agencies, travel agents, travel operators, travel managers, airlines, airports, business travel, representatives of national & international tourist boards, carriers (rail, ship, cable-car), car rental agencies, coach operators, CRS, incoming-agencies, tourism associations, catering industry, hotels, spas, congress centres, convention bureaus, professional associations, political institutions, diplomatic representations

BANNER FORMATS AND PRICES (PRICES VALID FOR 2024)



Head Banner

Centre Banner

Skyscraper

Bottom Banner

Small Banner

Format	Placement	Banner size (px)	Runtimes and prices for each runtime		Position
			6 months	3 months	1 month
Head Banner	entire site	463 x 80	€ 2.400,-	€ 1.400,-	€ 600,-
Centre Banner	all topics	613 x 90	€ 2.600,-	€ 1.600,-	€ 800,-
Skyscraper	all topics	235 x 600	€ 2.200,-	€ 1.400,-	€ 600,-
Bottom Banner	entire site	930 x 60	€ 2.000,-	€ 1.600,-	€ 800,-
Small Banner	all topics	235 x 90	€ 1.400,-	€ 800,-	€ 400,-

» **Entire site:** The banner is displayed permanently.

» **Formats:** gif, jpg, png
(resolution of 72 dpi or higher)

» **All topics:** The banner is displayed on all pages with editorial content.

Further information is available on request.

JOB-ADVERTISEMENTS

Job-advertisements for the period of 1 month or 28 days: € 400,-

ADVERTORIALS AND SLIDESHows



T.A.I. slideshow sample

Title of the slideshow/article

Content that consists of an article or a slideshow and is marked as an advertisement, designed in cooperation with you. The text can contain up to 4.000 characters (including spaces) and five images. The landing page of www.tai.at features an image or a slideshow that leads to the article.

- » Price for 12 months: € 2.800,-
- » Price for 6 months: € 2.000,-
- » Price for 3 months: € 1.200,-
- » Price for 2 months: € 800,-
- » Price for 1 month: € 600,-

The prices for all banners/advertorials/slideshow placements for the period of one week are available on request.