

## WEBSITE CHARACTERISTIC

Besides the daily news about domestic and foreign tourism from both news agencies and it's own sources, the website also includes articles from COT- Cely o turismu (Wholly about tourism) magazine, the most read specialized magazine for professionals in the industry. Inseparable to the website, iCOT.cz includes a calendar of specialized events. In addition, the website provides presentations introduced on selected tourism-focused trade fairs and numerous other materials for professionals in the field. iCOT.cz perceives the tourism industry as a multi-disciplinary industry in its whole extent. Thanks to the sophisticated system of filters, every visitor can easily personalize the site's contents to their liking.

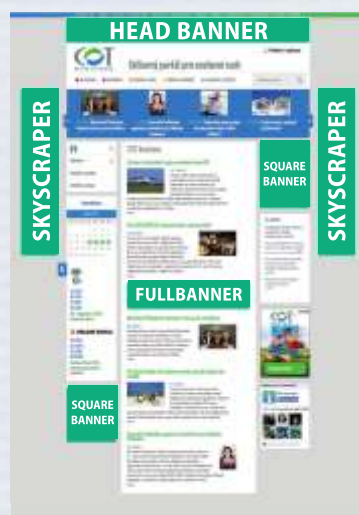
## BASIC INFORMATION

- Actual information on the website's attendance available on demand.
- Website promotion: Facebook, regular propagation in COT media titles, on trade fairs and specialized events focusing on the tourism industry, newsletters

## NEWSLETTER

Digital newsletter in html format is sent to more than 4 000 subscribers once every two weeks

## PRICE LIST AND FORMATS OF BANNER SPACE AND OTHER ADVERTISEMENT



AREA	SIZE	PRICE	
		Week	Month
Webiste branding	1346 x 610 px	X	<b>2 285 EUR</b>
Head banner	780 x 100 px	<b>65 EUR</b>	<b>254 EUR</b>
Skyscraper	120 x 600 px	<b>45 EUR</b>	<b>180 EUR</b>
Square banner	180 x 180 px	<b>35 EUR</b>	<b>140 EUR</b>
Full banner single	495 x 100 px	<b>20 EUR</b>	<b>70 EUR</b>
Full banner double	495 x 200 px	<b>35 EUR</b>	<b>140 EUR</b>

PR ARTICLE	PRICE
PR article (max. 4 000 characters including spaces, 1 photography, text sent by submitter)	<b>185 EUR</b>
PR article (max. 4 000 characters including spaces, 1 photography, text commissioned to redactors)	<b>225 EUR</b>

NEWSLETTER	PRICE
PR article (500 characters)	<b>105 EUR</b>
Banner (495 x 100 px)	<b>145 EUR</b>