

anymedia

more than advertising. people.

Why TUI Eurolines

A group of **20 member companies** ready to deliver your message to millions consumers.

- **200.000 tourists** with TUI TravelCenter
- **130.000 tickets** sold with Eurolines
- **80 agencies & point of sales**
- **1.830.000 online visitors** on tui-travelcenter.ro in **2018**
- **20.000 subscribers** to our newsletters
- **450.000 flyers & brochures** distributed to travellers
- **1.200.000 emails** sent to customers and prospects

All these can work to reach your communication objectives.



We offer marketers the opportunity to reach thousands of consumers through our promotion channels:

- **Online**
- **Print**
- **Agencies (Travel Shops)**
- **Coaches**

We are able to create unique packages and can offer exclusivity to specific product categories based on campaign length.



Online&Social Media

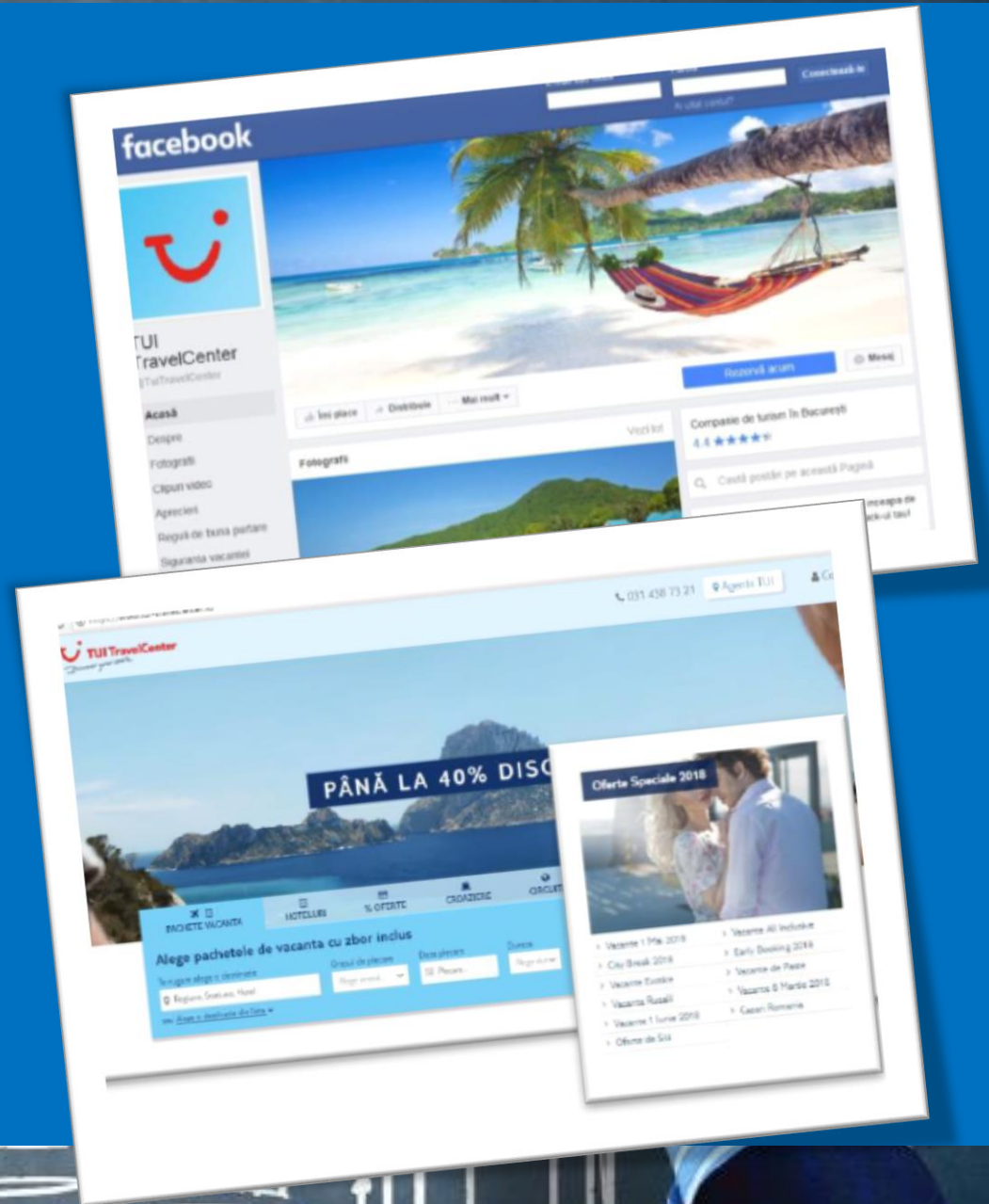
TUI TravelCenter

- 340.000 fans on Facebook
- 1.7 mil visitors on the Website/year

Ad options/Prices:

- Facebook Post: **200 Euro/post**
- Sponsored Facebook Post: **250 Euro/post**
- Special offer or destination highlighted on the website homepage*: **500 Euro/month**

**for travel products we sell on our website*



Online&Social Media

TUI TravelCenter BLOG

- 230.000 sessions on the Blog/year

Ad options/Prices:

→ Blog Banner 300 x 250 pixels: **200 Euro/month**

→ Sponsored blog post, shared on Facebook: **350 Euro/post**

Ex.: <https://blog.tui-travelcenter.ro/spania/valencia-o-explozie-de-gusturi-memorabile/>



Online&Social Media

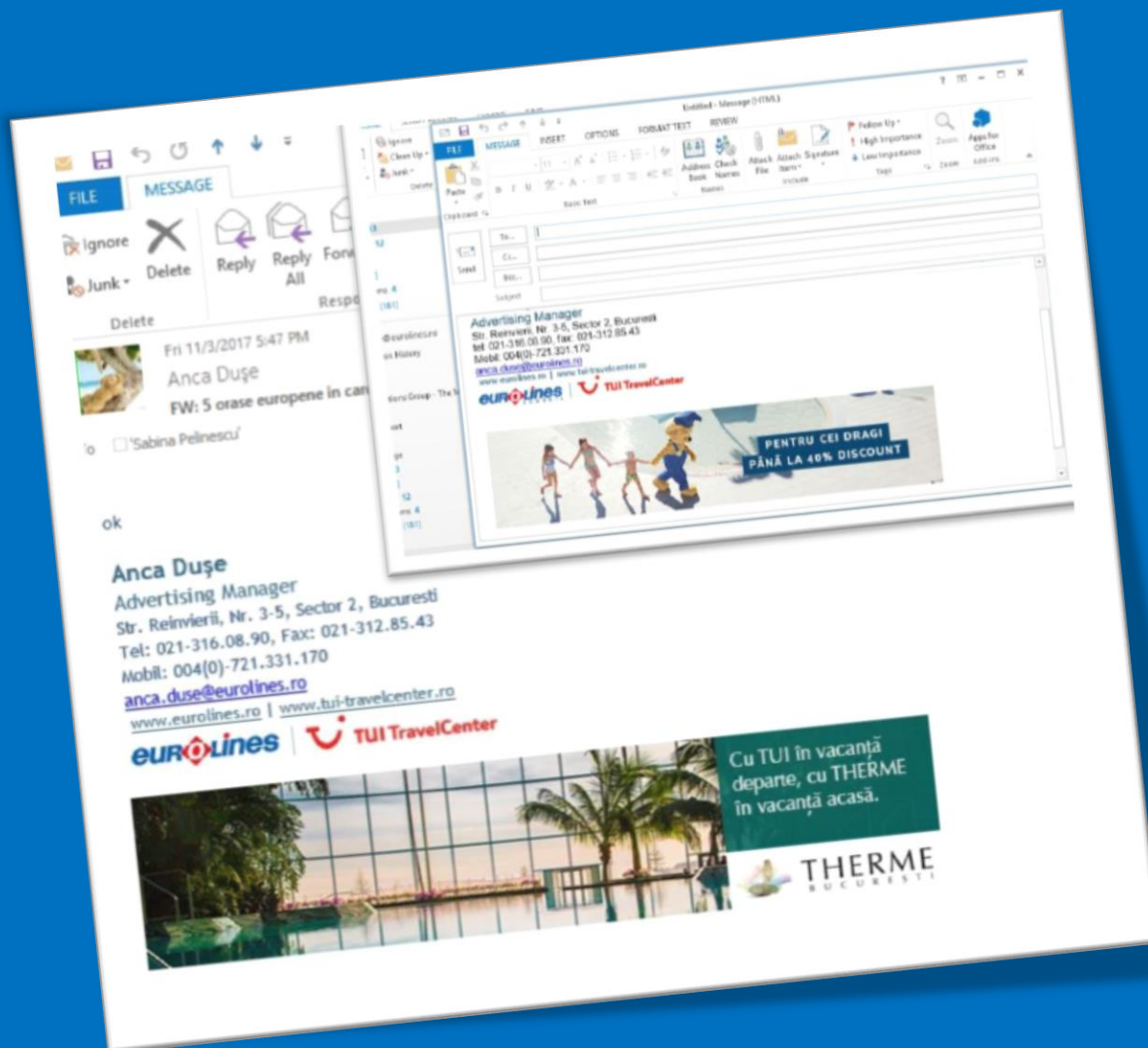
Email Signature:

- Over 100,000 emails/month

Ad options/Price:

→ Email signature –banner insert, 640x200 pixels:
2.500 Euro/month

*Time limited project, integrated with TUI communication strategy.



Online&Social Media

Commercial Newsletters

- Ex. <http://bit.ly/2DmGlfM>

Monthly inspirational newsletter

- Ex.: <http://bit.ly/2tDNQoz>

Ad options/Price:

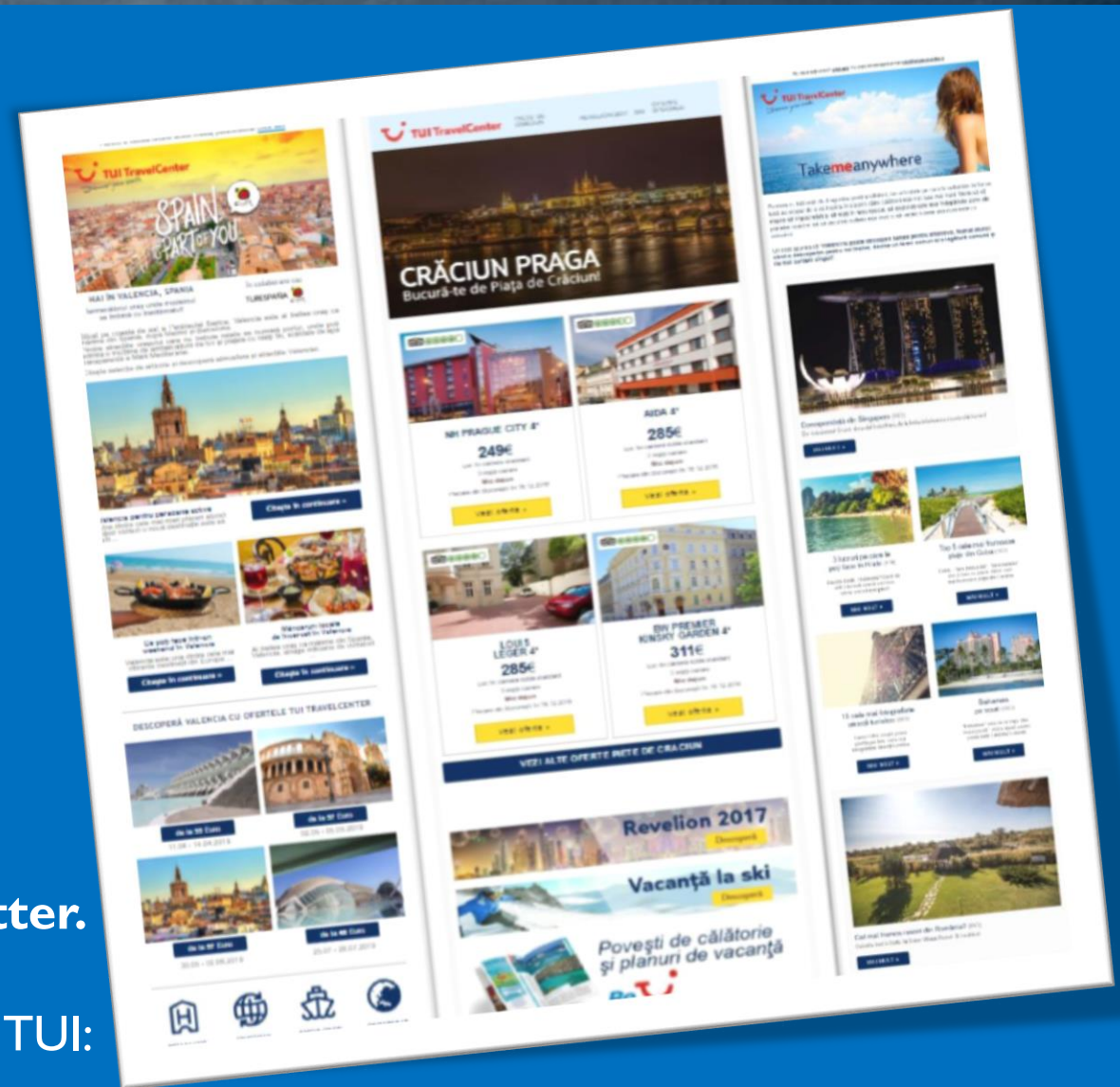
→ Destination dedicated Newsletter for travel partners:
700 Euro/newsletter

*applies only for products that we sell.

Ex.: <https://bit.ly/2zDkIE4>

→ Banner/offer insert (640x200 px): **300 Euro/newsletter.**

→ Dedicated inspirational Newsletter recommended by TUI:
700 Euro/newsletter.



Print: Brochures

Target: 450.000 travelers

Large formats only: Full-page, double full-page, covers

TUI Catalogue:

- 210x280 mm Ad
- 1 edition/year, 20.000 copies

Prices per edition:

- 2nd cover ad page, I/I: **1.000 Euro**
- 3rd cover ad page, I/I: **1.100 Euro**
- 4th cover ad page, I/I: **1.700 EUR**
- Interior ad page, I/I: **900 Euro**
- Double full page: **1.500 Euro**



Brochure distribution:

Online

- Sent to all 7.000 newsletter subscribers.
- Displayed on our website and blog

Offline

- 50% of the printed editions are distributed in TUI TravelCenter and Eurolines agencies
- 50% of the printed editions are distributed through reselling partners and at various events.

Print: Brochures

TUI TravelCenter Brochures:

- 200x270 mm Ad
- Types: Couples, Family, Best prices,

Circuits, Cruises, Exotics, Luxury,
New Year's offers etc.

- 4 editions/year, 45.000 copies/edition

Nova Travel Brochures:

- 210x297 mm Ad
- Types: Turkey, Greece, Spain, Bulgaria, Romania, Cyprus
- 2 editions/year, 45.000 copies/edition



Prices per edition, per brochure type:

- 2ndcover ad page, I/I: **800 Euro**
- 3rd cover ad page, I/I: **800 Euro**
- 4thcover ad page, I/I: **1.000 Euro**
- Interior ad page, I/I: **500 Euro**
- Double full page: **900 Euro**
- Destination dedicated page with commercial offers: **1.000 Euro**

Print: BeTUI Magazine

Type: lifestyle magazine, 74 full color pages

- 5 editions/year
- 74 pages, full color
- 5 –10,000 copies/edition

Rate card prices per edition:

- 2nd cover, I/I: **2400Euro**
- 3rd cover, I/I: **1.900 Euro**
- 4th cover, I/I: **2.900Euro**
- Interior ad page, I/I: **1200Euro**
- Double full pages: **2000 Euro**



Online distribution:

- Sent to all of the 100.000 newsletter subscribers

Offline distribution:

- 50% of the printed editions are distributed in TUI TravelCenter and Eurolines agencies
- 50% of the printed editions are distributed by our resellers and at various events.

Print: Others

Travel documents envelope

Envelope distributed to all TUI TravelCenter and Eurolines customers with their travel documents (tickets, vouchers, insurances etc.).

- 120x240 mm closed / 300x240 mm open (folded in two + a flap)
- Minimum 120.000 copies per year
- Ad on cover (175X240 mm)

Price:

→ **2.500 Euro/40.000 copies**



Print: Others

Invoices

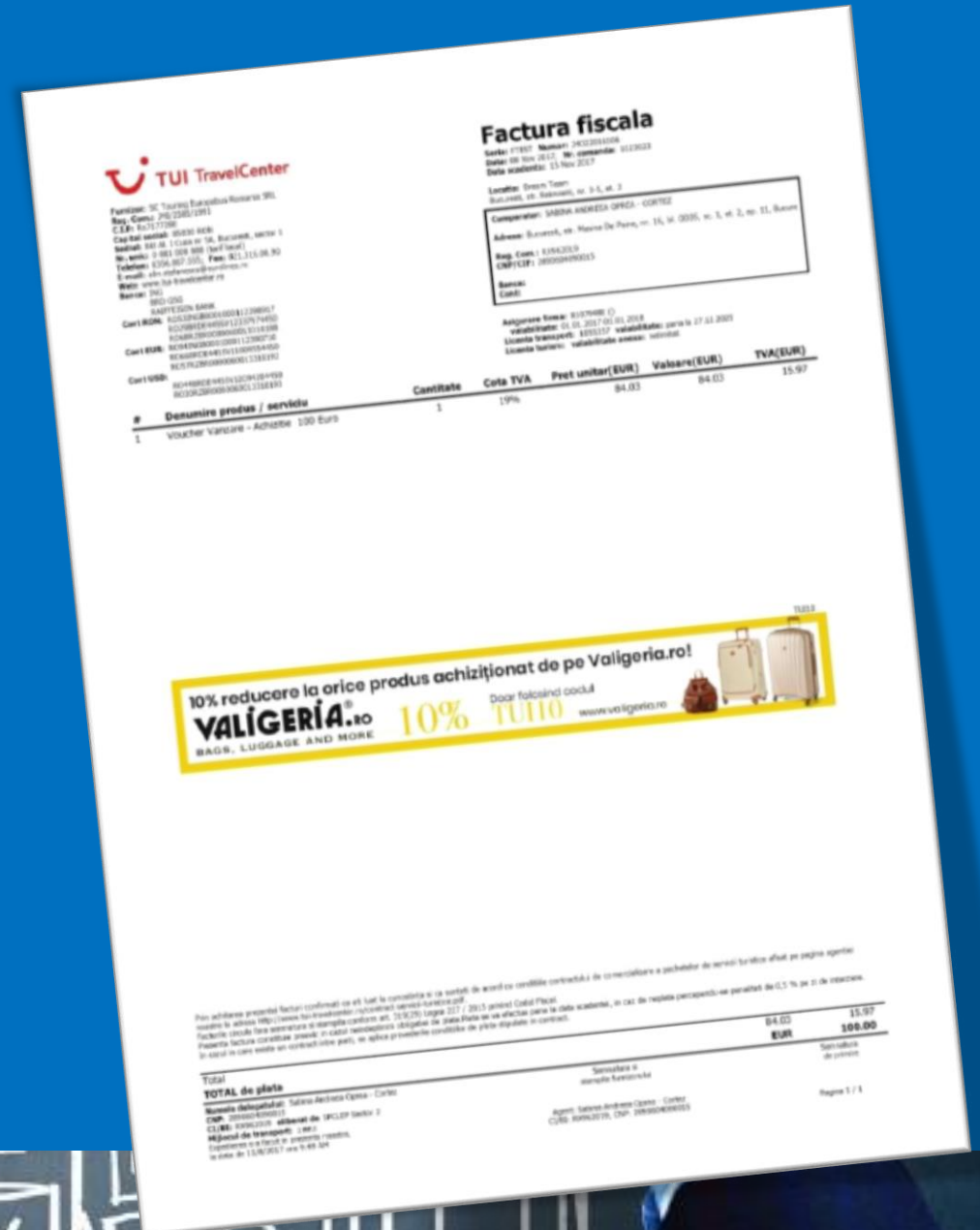
An average of 25,000 invoices sent to the clients monthly

- Banner 350 x 100 pixels

Price:

→ **1.000 Euro/month**

- * The beneficiary will provide the artwork
- *** Minimum campaign length 1 month



Agencies

Type: indoor advertising in our agencies will bring your brand face to face to potential clients.

Formats & prices:

- **Flyer placement:** 25 Euro/agency/month
- **LCD/TV Display** (one image): **30 Euro**/agency/month
- **A3 posters:** **25 Euro**/agency/month

* The beneficiary will provide the printed materials and displays needed.

** Beneficiary will provide the video spot in according to our specifications, on DVDs and USBs.

*** Minimum campaign length 2 months and 25 agencies



Road show partnership

Be our partner for the Annual Road Show!

- 9 cities in 8 days, from Timisoara to Constanta
- Over 235 travel partners

Main Partner –5000 Euro

- The opportunity to present your company/product
- Mention of your company on all the communication channels related to the event (mail, Facebook, printed materials etc.)
- Roll up or similar display system at the events
- Printed materials distribution for all the participants
- Presentation article on tui-travelcenter.ro blog, shared on TUI's Facebook Page
- Dedicated Newsletter presenting your destination's attractions.



Travel Fairs

2 National Travel Fairs/year - (February and November)

8 Local Travel Fairs/season

Be present with your brand in
TUI TravelCenter's Exhibition Space.

Bucharest TOURISM FAIR

- display of printed and

promotional materials

- 1000 units/design for the printed materials
- 150x150 cm double sided frame fully branded

→ **Price: 2500 EUR**/edition



Local TOURISM FAIR

- display of printed and promotional materials
- 500 units/design for the printed materials
- Display of 2 double sided 200x85 cm roll-ups

→ **Price: 1000 EUR**/edition

Mobile agency

We offer you a unique branding experience: branding our mobile agency.

A fully equiped conference room on wheels that you can customize and use to impress your most demanding customers or potential customers.*

Customize by applying stickers with your own graphics and use our coach foar a roadshow, connference or even a stand-alone event.

→ Renting price to be discussed.

*It can be rented only with our driver.



Product Placement

4* Resort situated in the Danube Delta, where the river meets the Black Sea

GREEN VILLAGE RESORT

www.greenvillage.ro

- 89 rooms
- 2 stories restaurant
- 1 “brasserie”
- Pool area
- Garden area
- Kind club
- SPA
- Fitness room



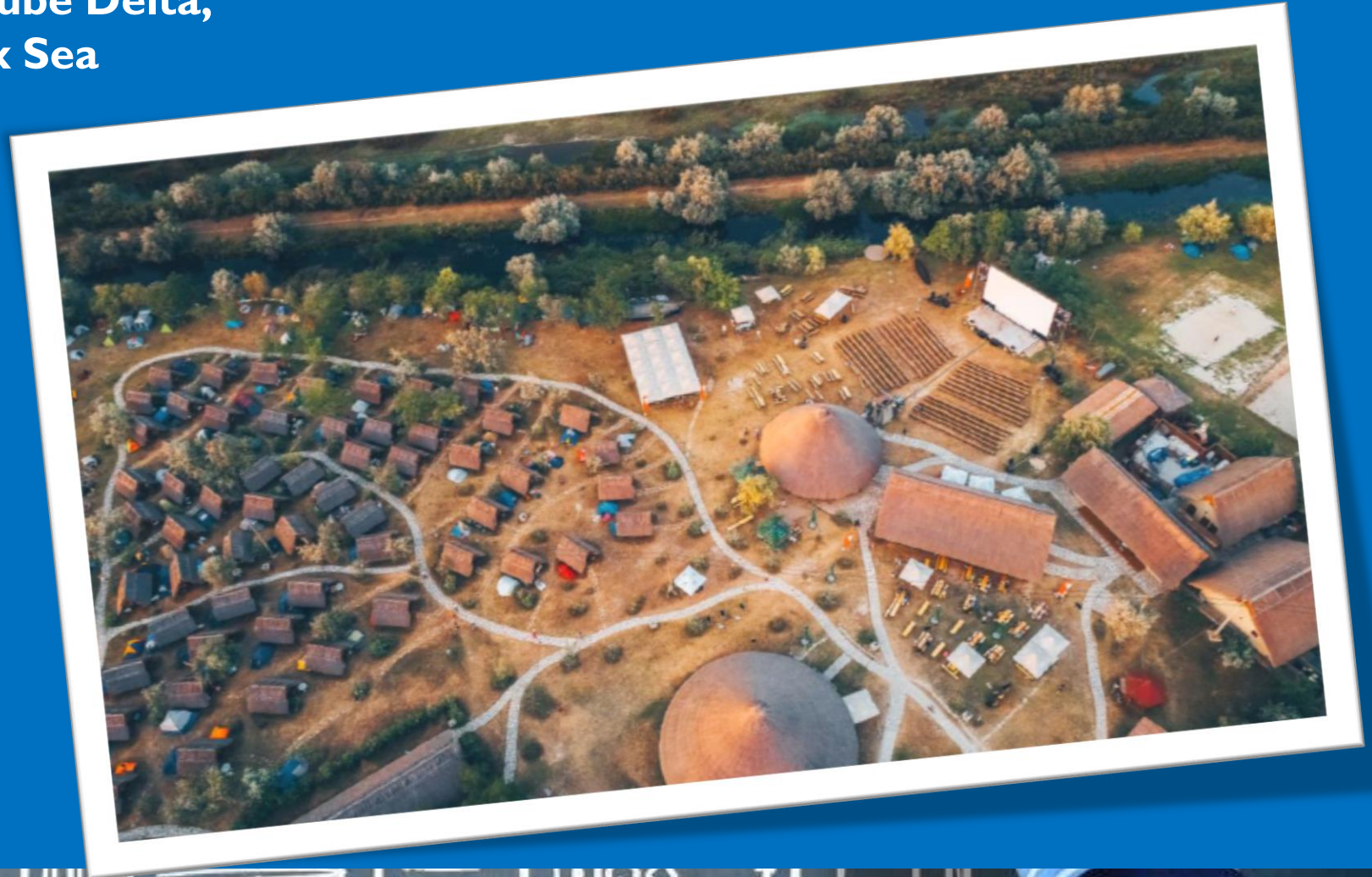
Product Placement

3* Camping situated in the Danube Delta,
where the river meets the Black Sea

GREEN DOLPHIN CAMPING

www.dolphincamping.ro

- 60 small bungalows
- Blanquitaclub
- 1 eating area
- 1 outdoor bar



THANK YOU

This is a brief overview of the promotion channels we can offer.
We are open to other proposals you can think of such as projects/products that
better suites
your business, without limiting yourself to the ones we have now in our offer.
You can think of anything that can be done in our agencies, in our online
environment as long as our missions are aligned and we both put the client first.
Prices do not include VAT.

Further details:

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