

Integrated Marketing Communication for Travel and Tourism Industry

		Integrated Marketing Communication (IMC) Solutions	
		Package SMART	Package UNLIMITED
	Package cost (per month)	360 EUR	680 EUR
1	Press Release publishing	12 per year	unlimited
2	Advertorial articles in TR Newswire	8 (64)	12 (96)
3	Advertorial articles in TR Magazine	2 per year	4 per year
4	Enhanced listing in the Global Tourism Industry Directories	1 (8)	1 (8)
5	Sponsorship of the customer's related publications	1 (8) per year	2 (16) per year
6	Video publishing on Tourism-Review.tv	3 per year	unlimited
7	Social Media ongoing support (posts & bookmarks)	100 per month	300+ per month
NOTES:			
1*	Each Press Release will be published with the Client's illustration/logo as well as with signature with contact details and the hyperlink to the partner's website. All press releases are posted for the lifetime and receive additional exposure in Social Media. The press release should be at least 450+ words long.		
2*	Advertorial articles are initiated by the partner and written by Tourism Review editors from the materials introduced by the partner. Each article is a short advertorial material about 350-500 words long. Along with publishing in the Global Edition of the Tourism Review News, each advertorial is translated and posted in all eight language editions of for the Tourism Review Digital Network. All articles are posted for the lifetime, include one hyperlink to the partner's website and receive additional exposure in Social Media.		
3*	Advertorial article published and distributed in the Tourism Review Online Magazine – highly focused tourism industry publication including specialized supplements. This format allows publishing materials in format of interview, for example with the company founder/director or description of specific unique features of the project as well as the company milestones.		
4*	Enhanced listing in the Global Tourism Industry Directory allows posting the company's short description, logo, contact details and hyperlink, so that the website is easily searchable by the search engines. There are overall 8 listings in 8 languages .		
5*	Sponsorship of TOP 10 ranking publications. Introduction of the company involvement in specific segment, related to partner's business. These highly popular publications are often re-published by other tourism industry media and have a wide social media exposure by a viral effect. A hyperlink to the partner's website is included in the publication. The sponsorship is introduced in all eight language editions of the Tourism Review Digital Network.		
6*	Partner's videos are posted under relevant category to the tourism-review.tv - the tourism industry video channel. One hyperlink to the partner's website. Is allowed . In addition videos are posted to the Tourism Review's You Tube channel with additional social media support.		
7*	Social Media ongoing support – is a continuing social media marketing package provided by Tourism Review marketers over travel and tourism blogs, forums, and social media websites for multiplying the overall impact of the promotion.		