



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 40105 (as of 30.09.2018) 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 48,000 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 (40091 users total):

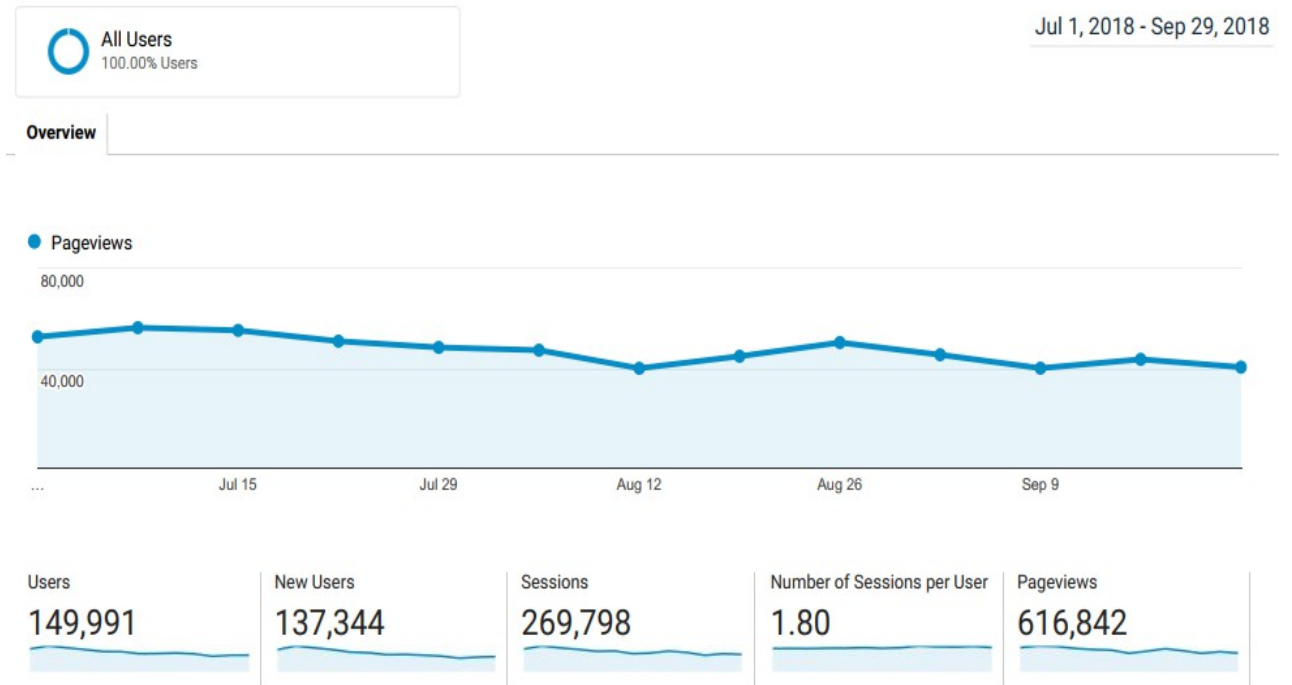
- touroperators and travel agencies – now 16305 users
- hospitality - now 11791 users
- gastronomy - now 7302 users
- passenger transport - now 4226 users
- business tourism offices - now 2351 users

The number of page views of the News Service of the Tourism Industry from 1 July 2018 to 29-th September 2018 according to Google Analytics.

You can find full report form Google Analytics on page <http://www.tur-info.pl/english/> (under graph)



Audience Overview



What forms of advertising do we offer?

The News Service of the Tourism Industry [TUR-INFO. PL](http://TUR-INFO.PL) offers several forms of advertising:

- billboard banners,
- inter-text inserts,
- fixed graphic elements in the side columns
- mailings,
- as well as several other additional forms.

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.

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, there is a navigation bar with the logo and the text "SERWIS INFORMACYJNY BRANŻY TURYSTYCZNEJ". Below this, a secondary navigation bar lists categories: Aktualności, Newslettery, Forum, Ogłoszenia, Humor, Reklama, Kontakt, and Bazy. The main content area is divided into several sections:

- Top Banner (A):** A large rectangular area at the top center, labeled with a red 'A', representing a billboard banner.
- Left Column (W):** A vertical column of four boxes labeled W-1-L, W-2-L, W-3-L, and W-4-L, representing special featured elements.
- Right Column (K):** A vertical column of four boxes labeled K-1-P, K-2-P, K-3-P, and K-4-P, representing special featured elements.
- Main Content Area:** Contains a central article with a chessboard image and several smaller text boxes with yellow and blue backgrounds, providing news and updates.
- Bottom Section:** Features a search bar, a "Szukaj" button, and a section titled "Ogłoszenia wyróżnione" (Featured Advertisements) with three columns of small ad cards.

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 website interface for TUR-INFO.PL, the Information Service of the Tourism Industry. The top navigation bar includes links for Aktualności, Newslettery, Forum, Ogłoszenia, Humor, Reklama, Kontakt, and Bazy. A search bar is located in the top right corner.

The main content area features a large banner labeled **A** at the top. Below it, there is a section with a list of news items on the left and a featured article on the right. The featured article is titled "W Krakowie dyskutowano o usprawnieniu ruchu turystycznego" and is dated 2018-11-16. It discusses the Krakow tourism industry's discussions with the city council regarding the improvement of tourism movement in Krakow.

Below the featured article, there is a section labeled **B** which is a large rectangular area, likely intended for an advertisement. To the right of this section, there are four smaller rectangular areas labeled **K-1-P**, **K-2-P**, **K-3-P**, and **K-4-P**, which are also likely intended for advertisements.

On the left side of the page, there are four vertical rectangular areas labeled **W-1-L**, **W-2-L**, **W-3-L**, and **W-4-L**, which are also likely intended for advertisements.

The bottom of the page shows a search bar and a link labeled "Ogłoszenia".

Forms of advertising associated with the service and its users:

M - MAILINGS TO SUBSCRIBERS

the site has a large and growing base of registered users. By signing up for the newsletters and other services people have given their consent to receive advertising information sent by our site. Mailings can be carried out either to all or to a selected group of registered users (e.g. according to the newsletter subscription, commercial activities or other individual criteria). Data relating to subscribers is not disclosed - the mailings are sent from our server.

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.

Incentive Manager
Oferujemy pracę w tour operatorze zajmującym się organizacją wyjazdów dla klientów biznesowych. Poszukujemy...

dodano: 2018-11-13 15:02

SALON FIRMOWY ITAKA GLIWICE
Salon firmowy ITAKA w Gliwicach zatrudni Specjalistę ds...

dodano: 2018-11-13 08:41

Wodzisław Śląski - Medtur - Biuro Informacji Turystycznej z 25 letnim doświadczeniem poszukuje pracownika do...

dodano: 2018-11-12 15:58

BP Itaka - Rezydent
pracownik do działu turystyki przyjazdowej

Partnera do rozwijania internetowego biura podróży

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Instruktorzy Narciarstwa i Snowboardu 27.01 -...

Specjalista ds. turystyki
poszukiwany pracownik

Dodaj ogłoszenie

Q-1-P

Incentive Manager
Oferujemy pracę w tour operatorze zajmującym się organizacją wyjazdów dla klientów biznesowych. Poszukujemy...

dodano: 2018-11-07 19:00

Praktyka/staż w Hiszpanii
PRAKTYKANT DS. ORGANIZACJI WYJAZDÓW TURYSTYCZNYCH/OBOZÓW SPORTOWYCH Szukasz doświadczenia...

dodano: 2018-11-07 19:00

Ferie zimowe w Beskidzie
Pakiet ferie 2019 z możliwością szkolenia narciarskiego tel 889-306-857 *7 nodegów w...

dodano: 2018-11-07 13:51

Bulgaria, Rumunia, Serbia - Dzień dobry, zapraszamy biura podróży i nietylko do współpracy. Zajmujemy się rezerwacja...

dodano: 2018-11-07 13:28

Nocleg tranzytowy ze
Nawiążemy współpracę z biurami podróży, które organizują przejazdy pobytowo-wycieczkowe...

dodano: 2018-11-06 19:02

Salon Firmowy ITAKA RUMIA - Salon Firmowy ITAKA w Rumi - Specjalista ds. Turystyki Czas pracy: pełen etat Opis...

dodano: 2018-11-05 19:35

Chorwacja Noclegi pobyt i
Chorwacja -Noclegi dla Grup od Poreca po Dubrovnik .Sprawdzone ,b.dobra kuchnia...

dodano: 2018-11-05 14:22

dodaj swoje ogłoszenie tutaj [+]

V-1-L

Włochy Fre-ski 134 km tras
WŁOCHY Free-Ski 134 km tras na 3x regionach KARNET MONDOLE SKI w cenie * Hotel ***...

dodano: 2018-11-05 14:03

KABATY zapraszają
Serdecznie zapraszamy do współpracy doświadczoną osobę ze znajomością produktu TUI,...

dodano: 2018-10-31 09:17

Pracownik ds. turystyki
Zakres najważniejszych obowiązków: - przygotowywanie ofert i sprzedaż produktów ATAS -...

dodano: 2018-11-19 16:11

dodaj swoje ogłoszenie tutaj [+]

V-2-L

Specjalista ds. sprzedaży
Aktualnie do naszego Zespołu z Warszawy CH Factory Annapol poszukujemy Kandydatek/- ów na...

dodano: 2018-11-19 15:58

Wychowawca piłki
Witam, szukam wychowawców na najbliższy weekend 23-25. 11.2018 r. Poszukiwani opiekunowie...

dodano: 2018-11-19 11:36

dodaj swoje ogłoszenie tutaj [+]

Q-2-P

Forum gorące tematy

News Service of the Tourism Industry TUR-INFO.PL

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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:

- 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	300 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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