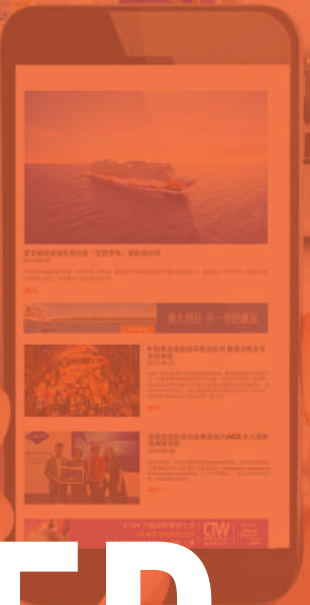
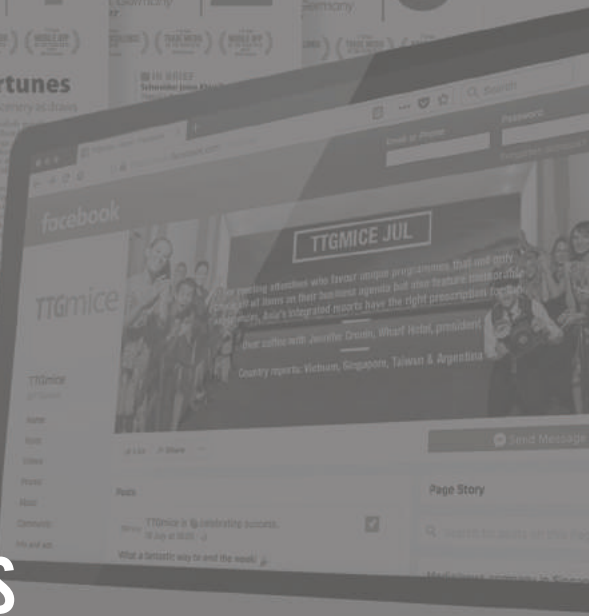


# INTEGRATED SOLUTIONS

## 2021 RATECARDS



# AD MATERIAL SUBMISSION

Electronic copy accepted only (Strictly Macintosh application).

## Print File Requirements

- High resolution PDF, DPI300, CMYK colour
- For ads in full page and/or double page spread size, an additional 5mm all round bleed is required.

## Online File Requirements

### e-Book

- High resolution PDF, DPI300, CMYK colour
- Ads in full page and/or double page spread size only. No need for additional 5mm all round bleed.

### e-Daily / e-News / Digital Bundle

- Maximum file size 90KB, JPEG, RGB colour mode

### eDM

- File must be in HTML format with all images provided
- Please do not use a single image as an eDM
- Please hardcode text and images in tables layout
- Please encode all spaces within URLs as either "%20" or "+".
- Linked images must not exceed 100KB
- HTML file size must not exceed 100KB
- Width not exceeding 700 pixels, no limitation on height
- Material must be submitted for testing at least 1 week prior to intended date for testing.

Please also provide the following when submitting the eDM:

A) From: (Name of sender)

B) Subject headline:

## Sponsored Post

Teaser Image Specifications:

- Thumbnail image to drive traffic to advertorial: 300W x 250H pixels.
- 60 characters teaser text that appears with the thumbnail image.

Recommended Advertorial/Sponsored Post Format:

- 50 words introduction text for advertorial.
- Maximum 500 words advertorial text.
- Maximum two images (max. width 500 pixels), embedded youtube / externally externally hosted video.
- 50 words call-to-action text to appear at the end.

**\*\*Note:** Above is a recommendation, you may alter it as you deem fit. For example, 10 images instead of two. The key is not to have too many things which detract from your core message.

- Please provide the layout of text, images, embedded videos / multimedia elements in a word document as well as the links to the embedded multimedia elements, if any.

- Please also provide the high-res images in PNG, JPEG, or GIF (in RGB colour mode) separately.

## Website

- Maximum file size 100KB, JPEG, GIF and/or HTML5, RGB colour mode

## Ad Submission Contact

Please submit all materials except for sponsored post to:

**TTG Asia Media**

**Cheryl Lim**

T (65) 6395 7540

E cheryl.lim@ttgasia.com

Please submit all sponsored post to:

**TTG Asia Media**

**Nur Hazirah**

T (65) 6395 7504

E nur.hazirah@ttgasia.com



TTG ASIA | Print & Digital

Editorial Calendar 2021

DATE	DESTINATION	REPORT	BONUS CIRCULATION
JAN / FEB	Singapore Japan	Medical tourism	
MAR / APR	Indonesia	Cruises	SATTE ITB Berlin + IT&CM China and CTW China + HICAP Update +
MAY / JUN	Malaysia Macao	Serviced residences	Aviation Festival Asia + Travel Trade Maldives + ITB China + Arabian Travel Mart + BBTF +
JUL / AUG	Philippines	Attractions CBT	ILTM Asia Pacific +
SEP / OCT	Hong Kong	Hotels & Resorts Wellness	PATA Travel Mart + IT&CMA and CTW Asia-Pacific + ITB Asia + HICAP + GTEF +
NOV / DEC	TBC	TBC	BE@Penang + CITM + ICCA APAC Summit +

Editorial calendar is subject to changes  
\*\* Bonus circulation (print/digital) is dependant on how the event will be organised, e.g. virtual, physical or hybrid  
\*\*\* Depending on how events are organised along with the pandemic situation, issues may be converted to digital only.

+ Pending event organisation status (physical/virtual/hybrid)

TTG ASIA LUXURY

TTG Asia Luxury will be integrated into TTG Asia publications for 2021. Please refer to TTG Asia for rates and specifications and contact our sales team for further information.



TTG ASIA | Print

Rates And Specifications

ADVERTISING

FULL COLOUR	AD SIZE (W X H) MM	USD
Full Page	260 X 380	17,500
Junior Page	173 X 280	14,300
Half Page (Horizontal)	236 X 180	12,900
One-third Page (Vertical)	88 X 356	12,900
Top / Centre Strip	236 X 90	10,700
Bottom Strip	236 X 90	9,500
Quarter Page	114 X 180	7,800
Junior Page Spread	370 X 280	25,800
Double Page Spread	520 X 380	31,500

PREMIUM

FULL COLOUR	AD SIZE (W X H) MM	USD
Front Page Bottom Strip	236 X 90	12, 500
Inside / Outside Back Cover	260 X 380	19,100
Centre Page Spread	520 X 380	35,500

CREATIVE BUYS

FULL COLOUR	AD SIZE (W X H) MM	USD
Belly Band Based on 157gsm Art Paper	520 X 70	25,000
4PP CoverWrap Based on 190gsm Art Paper	260 X 380 (when close) 520 X 380 (when open)	58,700

INSERT

FULL COLOUR	USD
2 Page	8,000
4 Page	13,200
6 Page	17,500
8 Page	21,400

Based on 128gsm A4 Art Paper  
All shipping charges to Singapore office to be borne by the client.

Additional Charges  
15% to be added for guaranteed position.

ADVERTORIALS

FULL COLOUR	USD
1 Page	20,400
2 Page	37,100
4 Page	56,700

Rates are inclusive of copy-editing, design, layout of ready material and media insertion only charges. Custom charges apply for original copywriting, photography and related services.





TTG ASIA | Online

Rates And Specifications

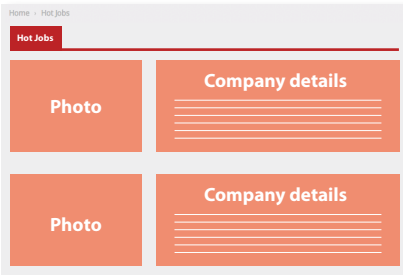
www.ttgasia.com Newly Revamped!

REGULAR AD	AD SIZE (W X H) PX	RATE (USD/MTH)	SHARE OF VOICE
Leaderboard	728 X 90	6,000	1/3
MPU Banner (With video option available)	300 X 250	6,000	1/3
Large MPU Banner	300 X 600	10,000	1/3
Billboard	970 X 90	10,000	100%

PREMIUM AD	AD SIZE (W X H) PX	RATE (USD/MTH)	SHARE OF VOICE
Interstitial	640 X 400	12,000	100%
Large Billboard	970 X 250	12,000	100%
Skin	1690 X 1050	12,000	100%

HOT JOBS

Rates upon request



- Use this platform to attract quality candidates from the industry
- Expand your current candidate pool

TTG Asia e-Daily (Via Email)

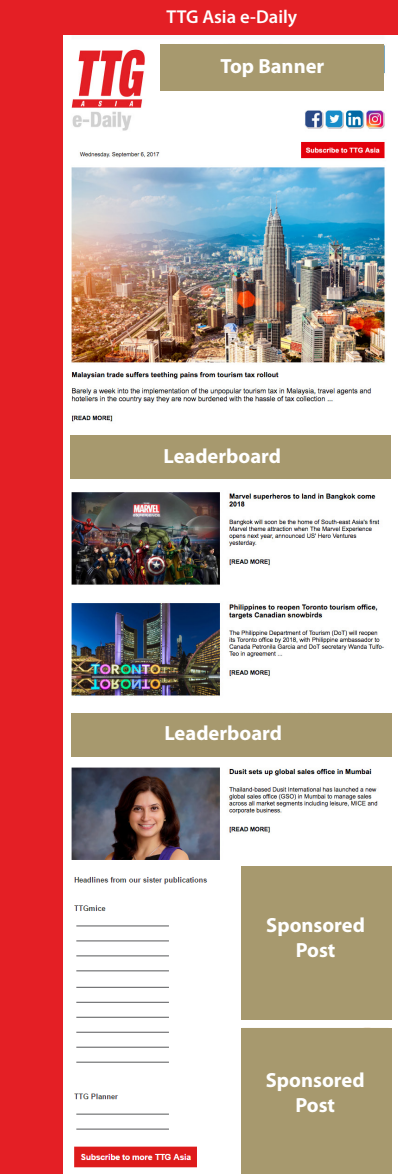
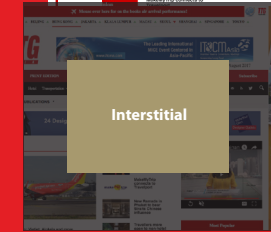
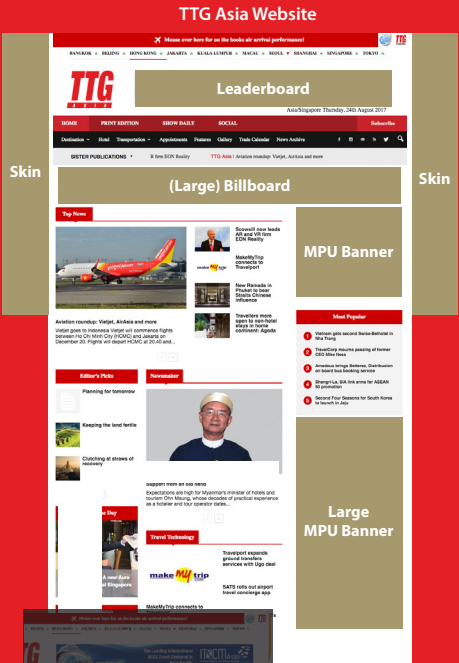
AD TYPE	AD SIZE (W X H) PX	RATE (USD/WK)
Top Banner	468 X 60	2,000 (5 business working days)
Leaderboard	728 X 90	2,000 (5 business working days)

SPONSORED POSTS

USD 3,000 / month

Impressions on both ttgasia.com & TTG Asia e-Daily

Featured along fresh daily news, your carefully curated content captures impressions everyday, everywhere. With this highly flexible platform, you can decide how you present your content: Press Release, Infographic, Video or more.



TTG ASIA | Online

Rates And Specifications

TTG Asia DIGITAL

BUNDLE PACKAGE AT USD 15,000 INCLUDES	SIZE (W X H) PX
Sponsored Post	NA
Top Banner in Push Mail	468 X 60
Leaderboard in Push Mail & Landing Page	728 X 90

Shorter Booking Lead Time

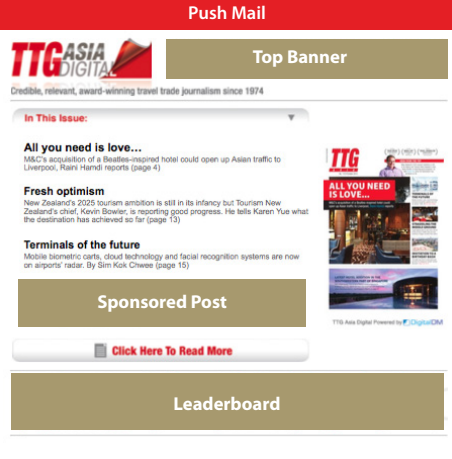
eBOOK ONLY AD INSERTION	AD SIZE (W X H) MM	USD
Full Page	260 X 380	12,300
Double Page Spread	520 X 380	22,100

eDM to TTG Asia Database	USD
Per addressee with minimum spend of USD 2,500	0.80

TTG ASIA | Social Media

Rates And Specifications

FEATURES	USD
Feature Video: Shared (Multiple Advertisers)	From 5,000 per video
Feature Video: Exclusive (Single Advertisers)	From 10,000 per video
Contest Package <ul style="list-style-type: none"><li>• Social Media Posts x 2</li><li>• Feature on TTG Asia e-daily</li><li>• Feature on TTG Asia Publication</li><li>• eDM x 2</li></ul>	From 12,500
Social Media Post - Static Visual <ul style="list-style-type: none"><li>• Facebook/Instagram/LinkedIn (Choose 1)</li><li>• Total Reach 200,000 - 5,000,000</li><li>• Engagement Rate: Min. 8%</li></ul>	From 2,000 per post
Social Media Post - Creative Format (Facebook) <ul style="list-style-type: none"><li>• GIF/Instant Experience/Carousel (Choose 1)</li><li>• Total Reach 200,000 - 5,000,000</li><li>• Engagement Rate: Min. 10%</li></ul>	From 5,000 per post





TTG CHINA | Print 实体印 & Online 在线

Editorial Calendar 市场焦点时间表2021

MONTH 月份	DOMESTIC DESTINATION 国内景点介绍	OVERSEAS DESTINATION 境外景点介绍	REPORT 专题报导	BONUS CIRCULATION 额外发行
JAN / FEB 一 / 二月	Shanghai / Wuxi 上海 / 无锡	Indonesia / India 印度尼西亚 / 印度	GDS 全球配销系统	ITB Berlin
MAR 三月	Shenyang / Chongqing 沈阳 / 重庆	Hong Kong / Philippines 香港 / 菲律宾	Resort 度假村	IT&CM China and CTW China
APR 四月	Guangzhou / Shenzhen 广州 / 深圳	Maldives / Australia 马尔代夫 / 澳大利亚	Family Trip 亲子游	
MAY 五月	Suzhou / Chengdu 苏州 / 成都	Thailand / Japan 泰国 / 日本	Theme Parks 主题公园	ITB China
JUN 六月	Beijing / Dali 北京 / 大理	Macao / New Zealand 澳门 / 新西兰	Cruise 邮轮	ITE BITE GITF
JUL 七月	Nanjing / Hangzhou 南京 / 杭州	Malaysia / Vietnam 马来西亚 / 越南	Serviced Apartment 服务公寓	
AUG 八月	Xi'an / Qingdao 西安 / 青岛	South Korea / Australia 韩国 / 澳大利亚	Business Travel 商务旅游	
SEP 九月	Shanghai / Wuhan 上海 / 武汉	Hong Kong / Mauritius 香港 / 毛里求斯	Honey Moon Trip 蜜月游	PATA Travel Mart IT&CMA and CTW Asia-Pacific
OCT 十月	Greater Bay Area 大湾区	Macao / Taiwan 澳门 / 台湾	Cruise 邮轮	HICAP ITB Asia
NOV 十一月	Beijing / Dalian 北京 / 大连	Singapore / Thailand 新加坡 / 泰国	Hotel Chain 酒店集团	ITB China
DEC 十二月	Harbin / Hainan 哈尔滨 / 海南	Japan / Malaysia 日本 / 马来西亚	Year End Special 年终特辑	

Editorial calendar is subject to changes

\*\* Bonus circulation (print/digital) is dependant on how the event will be organised, e.g. virtual, physical or hybrid  
\*\*\* Depending on how events are organised along with the pandemic situation, issues may be converted to digital only.

TTG CHINA | Print 实体印

Rates And Specifications 广告报价单与规格

ADVERTISING 广告

FULL COLOUR 全彩色	AD SIZE (W X H) MM 广告尺寸	USD 美元
Full Page 整页	260 X 380	17,900
Junior Page 小全页	173 X 280	13,600
Half Page (Horizontal) 半页(横版)	236 X 180	13,100
Half Page (Vertical) 半页(竖版)	114 X 356	13,100
Quarter Page 1/4页	114 X 180	9,100
Double Page Spread 全页跨页	520 X 380	34,000

PREMIUM 独特广告位

FULL COLOUR 全彩色	AD SIZE (W X H) MM 广告尺寸	USD 美元
Front Page Strip 封面(横版)	236 X 90	13, 600
Inside Front / Outside Back Cover 封二或封底	260 X 380	21,300
Centre Page Spread 中间跨页	520 X 380	38,000

CREATIVE BUYS 创意广告位

FULL COLOUR 全彩色	AD SIZE (W X H) MM 广告尺寸	USD 美元
Belly Band 封条 <small>Based on 157gsm Art Paper</small>	520 X 70	31,600
2pp Cover Wrap 封皮 <small>Based on 157gsm Art Paper</small>	260 X 380 (when close) 520 X 380 (when open)	46,500
4PP Cover Wrap 封皮 <small>Based on 190gsm Art Paper</small>	260 X 380 (when close) 520 X 380 (when open)	66,400

INSERT 插页

FULL COLOUR 全彩色	USD 美元
2 Page	11,400
4 Page	16,100
6 Page	22,300
8 Page	26,100

Based on 105gsm A4 Art Paper

All shipping charges to the printer to be borne by the client.

Additional Charges

15% to be added for guaranteed position.

ADVERTORIALS  
软文广告

FULL COLOUR 全彩色	USD 美元
1 Page	20,500
2 Page	39,100
4 Page	65,900

Rates are inclusive of copy-editing, design, layout of ready material and media insertion only charges. Custom charges apply for original copywriting, photography and related services.

Full Page / Inside Front /  
Outside Back Cover  
整页 / 封面或底



Junior Page  
小全页



Half Page  
(Horizontal)  
半页(横版)



Half Page  
(Vertical)  
半页(竖版)



Quarter Page  
1/4页



Double / Centre Page Spread  
全页跨页 / 中间跨页



Front Page  
Horizontal Strip  
封面(横版)



Belly Band  
封条





# TTG CHINA | Online 在线

## Rates And Specifications 广告报价单与规格

www.ttgchina.com Newly Revamped!

REGULAR AD	AD SIZE (W X H) PX	RATE (USD/MTH)	SHARE OF VOICE
Leaderboard 旗帜	728 X 90	5,500	1/3
MPU Banner 方状 (With video option available)	300 X 250	5,500	1/3
Large MPU Banner 大方状	300 X 600	8,800	1/3
Billboard 广告牌	970 X 90	8,800	100%

PREMIUM AD	AD SIZE (W X H) PX	RATE (USD/MTH)	SHARE OF VOICE
Interstitial 弹出广告	640 X 400	10,000	100%
Large Billboard 大广告牌	970 X 250	10,000	100%
Skin 两侧广告	1690 X 1050	10,000	100%

### HOT JOBS 热门职位

Rates upon request 欢迎查询价格



- Use this platform to attract quality candidates from the industry  
利用这个平台吸引行业优质人才

- Expand your current candidate pool  
扩展您当前的候选人

## TTG China e-Daily 电子报 (Via Email)

AD TYPE	AD SIZE (W X H) PX	RATE (USD/WK)
Top Banner 横幅	468 X 60	2,000 (5 business working days)
Leaderboard 旗帜	728 X 90	2,000 (5 business working days)

### SPONSORED POSTS 赞助帖子

USD 3,000 / month

Impressions on both ttgchina.com & TTG China e-Daily

Featured along fresh daily news, your carefully curated content captures impressions everyday, everywhere. With this highly flexible platform, you can decide how you present your content: Press Release, Infographic, Video or more.

让您精心策划的内容每天无处不在的与最新的消息捕获读者的目光。通过这个高度灵活的平台，您可以决定如何展示您的内容：新闻发布，信息图表，视频或更多。

TTG China Website



TTG China e-Daily



# TTG CHINA | Online 在线

## Rates And Specifications 广告报价单与规格

## TTG China DIGITAL 电子版

BUNDLE PACKAGE AT USD 15,000 INCLUDES \$15,000美元配套包括	SIZE (W X H) PX 广告尺寸
Sponsored Post 赞助广告位置	NA
Top Banner in Push Mail 电子版邮件推送横幅	468 X 60
Leaderboard in Push Mail & Landing Page 电子版邮件推送旗帜 / 电子版着陆页旗帜	728 X 90

1 Week Lead Time Only! 一周后可刊登

eBOOK ONLY AD INSERTION 电子书广告	AD SIZE (W X H) MM 广告尺寸	USD 美元
Full Page 整页	260 X 380	12,600
Double Page Spread 全页跨页	520 X 380	23,800

eDM to TTG China Database 电子直邮	USD 美元
Per addressee with minimum spend of USD 2,500	0.80

## TTG China App 智能手机应用软件

Let your print advertisement say more and do more on our mobile platform.

This marketing channel offers the beauty and creativity of print ads, plus also the interactivity to measure engagement.

You can incorporate built-in micro-sites, pop-up info boxes, videos and even contest forms without compromising your ad design, as well as adding animated surprises that guarantee a double take of your ad.

Available on the App Store and Google Play  
Contact us to find out how to make an impact with TTG China WeChat today.



Push Mail



Landing Page





# TTGMICE | Print & Digital

## Editorial Calendar 2021

DATE	DESTINATION	REPORT	BONUS CIRCULATION
JAN / FEB	Japan Switzerland	Event Technology	
MAR / APR	Malaysia Thailand	CSR	AIME IT&CM China and CTW China +
MAY /JUN	Singapore China	Convention Centres	ITB China + IBTM Asia Pacific +
JUL / AUG	Macao	Teambuilding	ILTM Asia Pacific + Malaysia Business Events Week +
SEP / OCT	Hong Kong Indonesia	Hotels & Resorts	PATA Travel Mart + IT&CMA and CTW Asia-Pacific +
NOV / DEC	TBC	TBC	BE@Penang + IBTM World + ICCA APAC Summit + IMEX America +

Editorial calendar is subject to changes  
\*\* Bonus circulation (print/digital) is dependant on how the event will be organised, e.g. virtual, physical or hybrid  
\*\*\* Depending on how events are organised along with the pandemic situation, issues may be converted to digital only.

+ Pending event organisation status (physical/virtual/hybrid)

# TTGASSOCIATIONS

TTGassociations will be integrated into TTGmice publications for 2021. Please refer to TTGmice for rates and specifications and contact our sales team for further information.



# TTGMICE | Print

## Rates And Specifications

### ADVERTISING

FULL COLOUR	AD SIZE (W X H) MM	USD
Full Page	210 X 285	14,500
Half Page (Horizontal)	180 X 130	10,800
Half Page (Vertical)	88 X 263	10,800
Double Page Spread	420 X 285	25,100

### PREMIUM

FULL COLOUR	AD SIZE (W X H) MM	USD
Outside Back Cover	210 X 285	17,300
Inside Front / Back Cover	210 X 285	15,700

### CREATIVE BUYS

FULL COLOUR	AD SIZE (W X H) MM	USD
Belly Band <small>Based on 157gsm Art Paper</small>	440 X 80	30,700
4PP Cover Wrap <small>Based on 157gsm Art Paper</small>	210 X 285 (when close) 420 X 285 (when open)	67,300

### INSERT

FULL COLOUR	USD
2 Page	9,000
4 Page	12,900
6 Page	15,900
8 Page	20,700

Based on 105gsm A4 Art Paper  
All shipping charges to Singapore office to be borne by the client.

**Additional Charges**  
15% to be added for guaranteed position.

### ADVERTORIALS

FULL COLOUR	USD
1 Page	16,600
2 Page	25,500

Rates are inclusive of copy-editing, design, layout of ready material and media insertion only charges. Custom charges apply for original copywriting, photography and related services.

Full Page / Inside or Outside Back Cover



Half Page (Horizontal)



Half Page (Vertical)



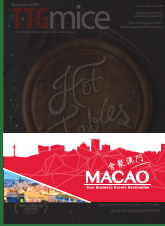
Quarter Page



Double / Centre Page Spread



Belly Band



# TTGMICE | Online

## Rates And Specifications

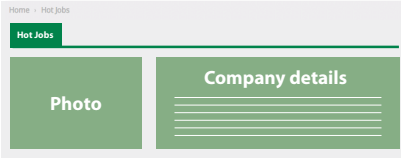
www.ttgmice.com

REGULAR AD	AD SIZE (W X H) PX	RATE (USD/MTH)	SHARE OF VOICE
Leaderboard	728 X 90	5,500	1/3
MPU Banner (With video option available)	300 X 250	5,500	1/3
Large MPU Banner	300 X 600	8,000	1/3
Billboard	970 X 90	8,000	100%

PREMIUM AD	AD SIZE (W X H) PX	RATE (USD/MTH)	SHARE OF VOICE
Interstitial	640 X 400	10,000	100%
Large Billboard	970 X 250	10,000	100%
Skin	1690 X 1050	10,000	100%

### HOT JOBS

Rates upon request



- Use this platform to attract quality candidates from the industry
- Expand your current candidate pool

## TTGMice DIGITAL

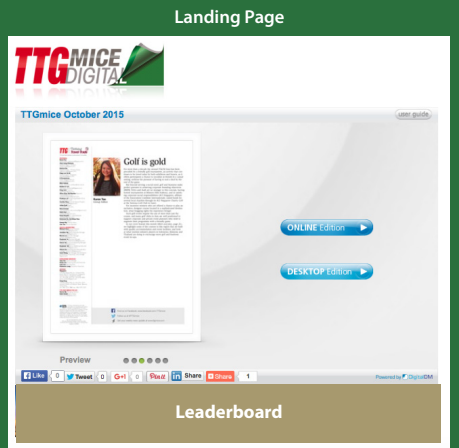
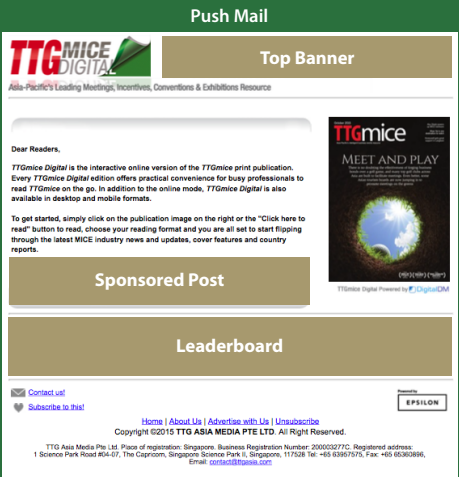
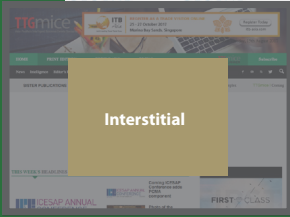
BUNDLE PACKAGE AT USD 15,000 INCLUDES	SIZE (W X H) PX
Sponsored Post	NA
Top Banner in Push Mail	468 X 60
Leaderboard in Push Mail & Landing Page	728 X 90

### Shorter Booking Lead Time

eBOOK ONLY AD INSERTION	AD SIZE (W X H) MM	USD
Full Page	210 X 285	10,200
Double Page Spread	420 X 285	17,600

# TTGMICE | Social Media

Feature Video: Shared (Multiple Advertisers)	From USD 5,000 per video
Feature Video: Exclusive (Single Advertisers)	From USD 10,000 per video
Contest Package <ul style="list-style-type: none"><li>• Social Media Posts x 2</li><li>• Feature on TTGMice E-daily</li><li>• Feature on TTGMice Website</li><li>• Feature on TTGMice Publication</li><li>• eDM x 2</li></ul>	From USD 12,500
Social Media Post - Static Visual <ul style="list-style-type: none"><li>• Facebook/Instagram/LinkedIn (Choose 1)</li><li>• Total Reach 200,000 - 5,000,000</li><li>• Engagement Rate: Min. 8%</li></ul>	From USD 2,000 per post
Social Media Post - Creative Format (Facebook) <ul style="list-style-type: none"><li>• GIF/Instant Experience/Carousel (Choose 1)</li><li>• Total Reach 200,000 - 5,000,000</li><li>• Engagement Rate: Min. 10%</li></ul>	From USD 5,000 per post



# TTGMICE | Online

## Rates And Specifications

planner.ttgmice.com

REGULAR AD	AD SIZE (W X H) PX	RATE (USD/MTH)	SHARE OF VOICE
Leaderboard	728 X 90	3,300	1/3
MPU Banner (With video option available)	300 X 250	3,300	1/3
Large MPU Banner	300 X 600	5,000	1/3
Billboard	970 X 90	5,000	100%

PREMIUM AD	AD SIZE (W X H) PX	RATE (USD/MTH)	SHARE OF VOICE
Interstitial	640 X 400	6,500	100%
Large Billboard	970 X 250	6,500	100%
Skin	1690 X 1050	6,500	100%
Billboard	970 X 90	6,500	100%
Backdrop (With video option available)	1025 X 505	6,500	100%

### ONLINE PRIORITY LISTING

USD 500 / month



Regular Listing Is Free!

- Top results in relevant searches
- Highlighted listing in colour
- Additional action buttons to view packages and RFP

## TTGMice e-News (Via Email)

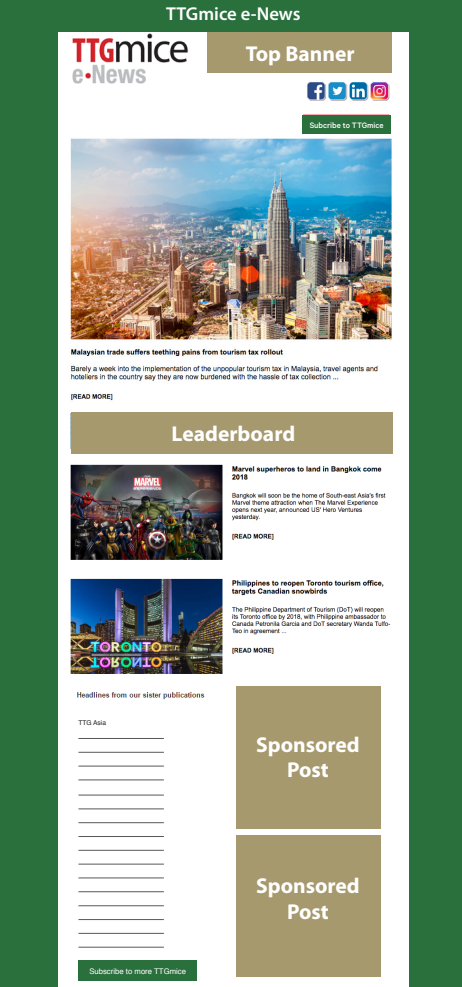
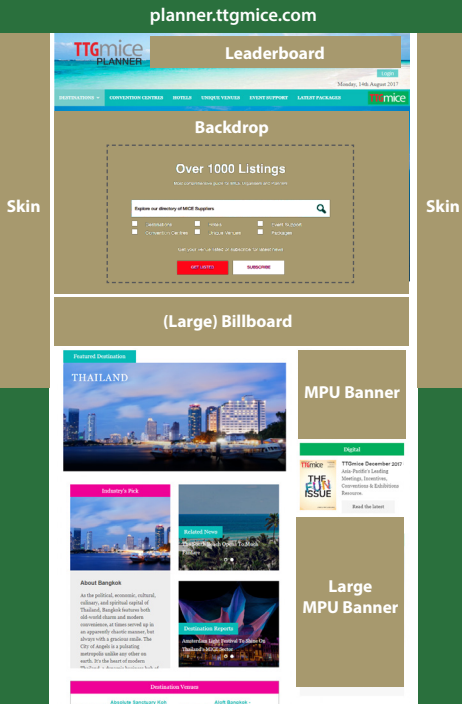
AD TYPE	AD SIZE (W X H) PX	RATE (USD/WEEK)
Top Banner	468 X 60	2,000 (twice a week)
Leaderboard	728 X 90	2,000 (twice a week)
eDM to TTGMice Database		USD
Addressee with minimum spend of USD 2,500		0.80

### SPONSORED POSTS

USD 3,000 / month

Impressions on both www.ttgmice.com & TTGMice e-News

Featured along fresh news, your carefully curated content captures impressions everyday, everywhere. With this highly flexible platform, you can decide how you present your content: Press Release, Infographic, Video or more.





MONTH 月份	DOMESTIC DESTINATION 国内景点介绍	OVERSEAS DESTINATION 境外景点介绍	SPECIAL REPORT 专题报导	BONUS CIRCULATION 额外发行
JAN / FEB 一 / 二月	Guangzhou / Shenzhen 广州 / 深圳	Hong Kong / Taiwan 香港 / 台湾	Travel Management 旅游管理	ITB Berlin
MAR / APR 三 / 四月	Shanghai / Suzhou 上海 / 苏州	Macao / Korea / Japan 澳门 / 韩国 / 日本	Convention Center / Corporate Meetings 会展中心 / 商务会议	IT&CM China and CTW China ITB China
MAY / JUN 五 / 六月	Beijing / Tianjin / Sanya 北京 / 天津 / 三亚	Indonesia / Thailand / India 印度尼西亚 / 泰国 / 印度	Service Apartment / Cruise 服务式公寓 / 邮轮	ITE BITE GITF
JUL / AUG 七 / 八月	Greater Bay Area / Xiamen 大湾区 / 厦门	Macao / Singapore / New Zealand 澳门 / 新加坡 / 新西兰	Corporate Meetings / Airlines 商务会议 / 航空公司	IT&CMA and CTW Asia-Pacific
SEP / OCT 九 / 十月	Shanghai / Chongqing / Chengdu 上海 / 重庆 / 成都	Hong Kong / Malaysia 香港 / 马来西亚	Convention Center / Travel Management 会展中心 / 旅游管理	ITB Asia
NOV / DEC 十一 / 十二月	Qingdao / Beijing / Dalian 青岛 / 北京 / 大连	Australia / Philippines 澳大利亚 / 菲律宾	Corporate Meetings 商务会议	CITM ITB China

Editorial calendar is subject to changes

\*\* Bonus circulation (print/digital) is dependant on how the event will be organised, e.g. virtual, physical or hybrid

\*\*\* Depending on how events are organised along with the pandemic situation, issues may be converted to digital only.

ADVERTISING 广告

FULL COLOUR 全彩色	AD SIZE (W X H) MM 广告尺寸	USD 美元
Full Page 整页	266 X 355	13,900
Junior Page 小全页	179 X 250	12,000
Half Page (Horizontal) 半页(横版)	240 X 160	10,700
Half Page (Vertical) 半页(竖版)	118 X 330	10,700
Quarter Page 1/4页	118 X 160	7,800
Double Page Spread 全页跨页	532 X 355	29,700

PREMIUM 独特广告位

FULL COLOUR 全彩色	AD SIZE (W X H) MM 广告尺寸	USD 美元
Front Page Strip 封面(横版)	240 X 80	11,400
Inside Front / Outside Back Cover 封二或封底	266 X 355	16,600
Centre Page Spread 中间跨页	532 X 355	32,700

CREATIVE BUYS 创意广告位

FULL COLOUR 全彩色	AD SIZE (W X H) MM 广告尺寸	USD 美元
Belly Band 封条 Based on 157gsm Art Paper	532 X 70	29,500
2pp Cover Wrap 封皮 Based on 157gsm Art Paper	266 X 355 (when close) 532 X 355 (when open)	42,900
4pp Cover Wrap 封皮 Based on 157gsm Art Paper	266 X 355 (when close) 532 X 355 (when open)	64,200

INSERT 插页

FULL COLOUR 全彩色	USD 美元
2 Page 页	11,000
4 Page 页	16,900
6 Page 页	23,300
8 Page 页	27,300

Based on 105gsm A4 Art Paper

All shipping charges to printer to be borne by the client.

Additional Charges

15% to be added for guaranteed position.

ADVERTORIALS

软文广告

FULL COLOUR 全彩色	USD 美元
1 Page 页	16,000
2 Page 页	31,200
4 Page 页	50,000

Rates are inclusive of copy-editing, design, layout of ready material and media insertion only charges. Custom charges apply for original copywriting, photography and related services.

Full Page / Inside Front /  
Outside Back Cover  
整页 / 封底



Junior Page  
小全页



Half Page  
(Horizontal)  
半页(横版)



Quarter Page  
1/4页



Front Page  
Horizontal Strip  
封面(横版)



Belly Band  
封条



Double / Centre Page Spread  
全页 / 中间跨页





TTG-BTMICE CHINA | Online 在线

Rates And Specifications 广告报价单与规格

www.ttgbtmice.com

REGULAR AD	AD SIZE (W X H) PX	RATE (USD/MTH)	SHARE OF VOICE
Leaderboard 旗帜	728 X 90	4,000	1/3
MPU Banner 方状 (With video option available)	300 X 250	4,000	1/3
Large MPU Banner 大方状	300 X 600	5,000	1/3
Billboard 广告牌	970 X 90	5,000	100%

PREMIUM AD	AD SIZE (W X H) PX	RATE (USD/MTH)	SHARE OF VOICE
Interstitial 弹出广告	640 X 400	6,000	100%
Large Billboard 大广告牌	970 X 250	6,000	100%
Skin 两侧广告	1690 X 1050	6,000	100%

HOT JOBS 热门职位

Rates upon request 欢迎查询价格



- Use this platform to attract quality candidates from the industry  
利用这个平台吸引行业优质人才
- Expand your current candidate pool  
扩展您当前的候选人

TTG-BTmice China e-News 电子报 (via email)

AD TYPE	AD SIZE (W X H) PX	RATE (USD/WEEK)
Top Banner 横幅	468 x 60	2,000
Leaderboard 旗帜	728 x 90	2,000

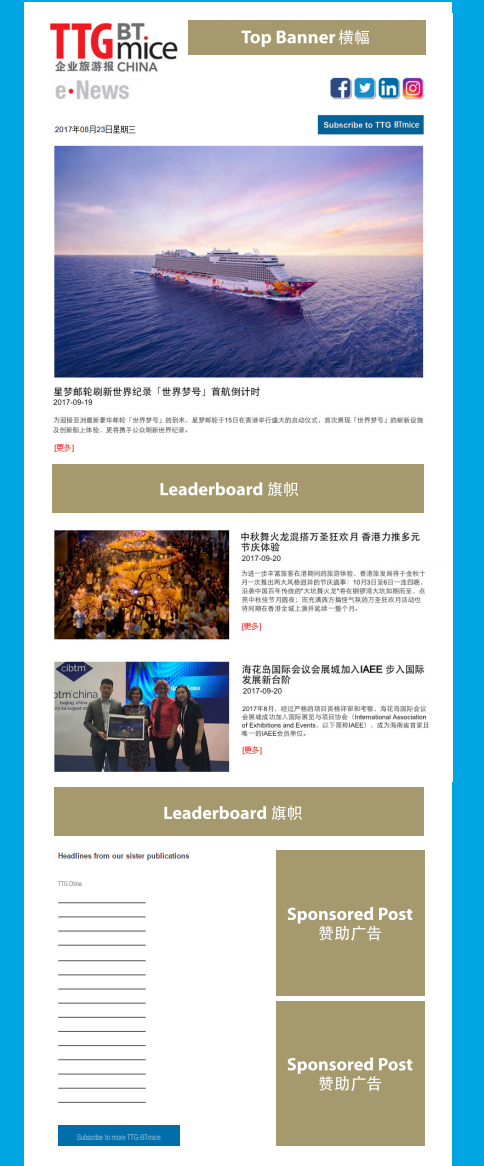
SPONSORED POSTS 赞助帖子

USD 3,000 / month

Impressions on both www.ttgbtmice.com & TTG-BTmice China e-News

Featured along fresh news, your carefully curated content captures impressions everyday, everywhere. With this highly flexible platform, you can decide how you present your content: Press Release, Infographic, Video or more.

让您精心策划的内容每天无处不在的与最新的消息捕获读者的目光。通过这个高度灵活的平台，您可以决定如何展示您的内容：新闻发布，信息图表，视频或更多。



TTG-BTMICE CHINA | Online 在线

Rates And Specifications 广告报价单与规格

TTG-BTmice China DIGITAL 电子版

BUNDLE PACKAGE AT USD 15,000 INCLUDES \$15,000美元配套包括	SIZE (W X H) PX 广告尺寸
Sponsored Post 赞助广告位置	NA
Top Banner in Push Mail 电子版邮件推送横幅	468 X 60
Leaderboard in Push Mail & Landing Page 电子版邮件推送旗帜 / 电子版着陆页旗帜	728 X 90

1 Week Lead Time Only! 一周后可刊登

eBOOK ONLY AD INSERTION 电子书广告	AD SIZE (W X H) MM 广告尺寸	USD 美元
Full Page 整页	210 X 285	9,800
Double Page Spread 全页跨页	420 X 285	20,800

eDM to TTG-BTmice China Database 电子直邮	USD 美元
Addressee with minimum spend of USD 2,500	0.80





www.ttgindia.travel

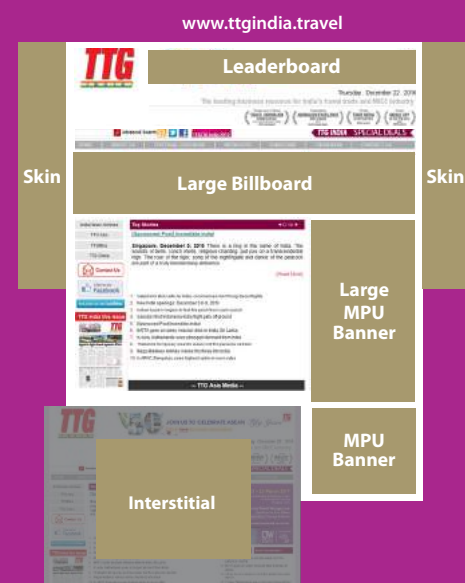
REGULAR AD	AD SIZE (W X H) PX	RATE (USD/MTH)	SHARE OF VOICE
Leaderboard	728 X 90	3,000	1/3
MPU Banner (With video option available)	300 X 250	3,000	1/3
Large MPU Banner	300 X 600	4,500	1/3
Billboard	970 X 90	4,500	100%

PREMIUM AD	AD SIZE (W X H) PX	RATE (USD/MTH)	SHARE OF VOICE
Interstitial	640 X 400	6,000	100%
Large Billboard	970 X 250	6,000	100%
Skin	1690 X 1050	6,000	100%

## TTG India DIGITAL

BUNDLE PACKAGE AT USD 10,000 INCLUDES	SIZE (W X H) PX
Sponsored Post in Push Mail	NA
Top Banner in Push Mail	468 X 60
Leaderboard in Push Mail & Landing Page	728 X 90

eDM to TTG India Database	USD
Addressee with minimum spend of USD 2,500	0.80



TTG SHOW DAILY | Print & Online

Rates And Specifications



ITB BERLIN

FULL COLOUR	AD SIZE (W X H) MM	USD
Full Page	260 x 380	21,000
Junior Page	173 x 280	17,500
Half Page (Horizontal)	236 x 180	15,600
Double Page Spread	520 x 380	38,000
Front Page Horizontal Strip	236 x 90	15,000
Outside Back Cover	260 x 380	25,200

eBOOK ONLY AD INSERTION	AD SIZE (W X H) MM	USD
Full Page	260 x 380	14,700
Double Page Spread	520 x 380	26,600



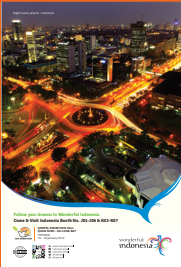
IT&CM CHINA AND CTW CHINA

FULL COLOUR	AD SIZE (W X H) MM	USD
Full Page	260 x 380	19,300
Junior Page	173 x 280	14,700
Half Page (Horizontal)	236 x 180	14,000
Double Page Spread	520 x 380	38,400
Front Page Horizontal Strip	236 x 90	13,400
Outside Back Cover	260 x 380	23,160

eBOOK ONLY AD INSERTION	AD SIZE (W X H) MM	USD
Full Page	260 x 380	13,550
Double Page Spread	520 x 380	26,880

\* Publication format of TTG Show Dailies in 2021 will depend on the status of events following COVID-19 measures

Full Page / Outside Back Cover



Junior Page



Half Page (Horizontal)



Double Page Spread



Front Page Horizontal Strip



TTG SHOW DAILY | Print & Online

Rates And Specifications

ibtm<sup>®</sup> ASIA PACIFIC

IBTM Asia Pacific

FULL COLOUR	AD SIZE (W X H) MM	USD
Full Page	260 x 380	18,900
Junior Page	173 x 280	14,800
Half Page (Horizontal)	236 x 180	14,500
Double Page Spread	520 x 380	30,500
Front Page Horizontal Strip	236 x 90	14,800
Outside Back Cover	260 x 380	22,680

eBOOK ONLY AD INSERTION	AD SIZE (W X H) MM	USD
Full Page	260 x 380	13,250
Double Page Spread	520 x 380	21,350



PATA TRAVEL MART

FULL COLOUR	AD SIZE (W X H) MM	USD
Full Page	260 x 380	16,900
Junior Page	173 x 280	13,800
Half Page (Horizontal)	236 x 180	12,500
Double Page Spread	520 x 380	30,500
Front Page Horizontal Strip	236 x 90	12,200
Outside Back Cover	260 x 380	19,200

eBOOK ONLY AD INSERTION	AD SIZE (W X H) MM	USD
Full Page	260 x 380	11,850
Double Page Spread	520 x 380	21,350

\* Publication format of TTG Show Dailies in 2021 will depend on the status of events following COVID-19 measures

Full Page / Outside Back Cover



Junior Page



Half Page (Horizontal)



Double Page Spread



Front Page Horizontal Strip





# TTG SHOW DAILY | Print & Online

## Rates And Specifications



### IT&CM ASIA-PACIFIC AND CTW ASIA-PACIFIC

FULL COLOUR	AD SIZE (W X H) MM	USD
Full Page	260 x 380	15,430
Junior Page	173 x 280	11,740
Half Page (Horizontal)	236 x 180	10,070
Double Page Spread	520 x 380	28,350
Front Page Horizontal Strip	236 x 90	10,720
Outside Back Cover	260 x 380	18,520

eBOOK ONLY AD INSERTION	AD SIZE (W X H) MM	USD
Full Page	260 x 380	10,800
Double Page Spread	520 x 380	19,850



eBOOK AD INSERTION	AD SIZE (W X H) MM	USD
Full Page	260 x 380	13,250
Junior Page	173 x 280	10,350
Half Page (Horizontal)	236 x 180	10,200
Double Page Spread	520 x 380	21,350
Front Page Horizontal Strip	236 x 90	10,400
Outside Back Cover	260 x 380	15,876

Full Page / Outside Back Cover



Junior Page



Half Page (Horizontal)



Double Page Spread



Front Page Horizontal Strip



\* Publication format of TTG Show Dailies in 2021 will depend on the status of events following COVID-19 measures

# TTG CONTENT LAB | Print & Online

## Rates And Specifications

Backed by the experienced editorial team of TTG Travel Trade Publishing, TTG Content Lab is where creative content is crafted to help your brand achieve your messaging goals. Adopting a collaborative approach, TTG Content Lab producers will work with YOU to produce engaging and insightful content across multimedia platforms, from sponsored trend reports and advertorials to brand microsite and video presentations.

## Popular Collaboration Ideas

### Asian Tourism Expert Guide

#### Trend Reports and Outlooks

- It dissects drivers of new business opportunities and challenges, to help our readership take smarter, informed steps into the future.

#### Topical Deep Dives

- It gives our readers new and exciting ideas that will enhance their business proposals. It focuses on hot developments and ideas in the travel and tourism as well as business travel and events space.

### Reader Engagement Events

### Advertorial

### Sponsored Posts

### Gamification

### Microsites

#### Video Sponsorship

From USD 3,750

- Logo outro placement after main video content
- Acknowledgement in the video's text article content synopsis
- 1 week placement in "Latest Video" section on the homepage
- Release via 1 x e-Newsletter issue
- Release via 1 x Facebook post

#### Custom – Make It Your Own

From USD 6,000

- 1 x 90 sec custom branded video produced and edited based on the mutually agreed storyboard
- 1 x logo placement as part of the video intro, or 2 sec outro after the main video content
- 2-hour video shoot and on-site footage capture
- Storyboarding, crafting of captions, post-production inputs (2 drafts)
- Permanent video archive in TTG's website video section
- Release via 1 x Facebook post

### Asian Tourism Expert Guide



### Advertorial



### Gamification



### Video Presentations

