

## 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.

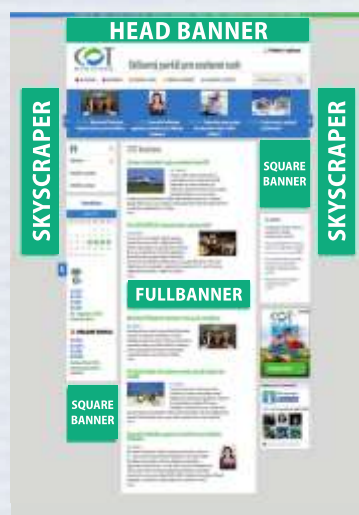
## BASIC INFORMATION

- 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



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>56 000 CZK</b>
Head banner	780 x 100 px	<b>1 500 CZK</b>	<b>6 000 CZK</b>
Skyscraper	120 x 600 px	<b>1 100 CZK</b>	<b>4 400 CZK</b>
Square banner	180 x 180 px	<b>850 CZK</b>	<b>3 400 CZK</b>
Full banner single	495 x 100 px	<b>450 CZK</b>	<b>1 700 CZK</b>
Full banner double	495 x 200 px	<b>850 CZK</b>	<b>3 400 CZK</b>

PR ARTICLE	PRICE
PR article (max. 4 000 characters including spaces, 1 photography, text sent by submitter)	<b>4 500 CZK</b>
PR článek (max. 4 000 characters including spaces, 1 photography, text commissioned to redactors)	<b>5 500 CZK</b>

NEWSLETTER	PRICE
PR article (500 characters)	<b>1 500 CZK</b>
Banner (495 x 100 px)	<b>3 000 CZK</b>