

BANNER ADVERTISING

within the search and booking system



IT-tour

Aimed at Achieving Results



www.ittour.com.ua

IT-TOUR SYSTEM

IT-TOUR – a unique online travel platform.

The core product is the **SEARCH SYSTEM** – a simple and convenient tool for **the tourism manager** to search and book the most beneficial offer for tourists within minutes.



REMOTE SEARCH MODULE

Allows tourists to search for tours directly on the travel agency website



TOUR OPERATOR DATABASE

Over 50 tour operators integrated into the IT-tour system with their offers and booking options



CRM SYSTEM FOR TRAVEL AGENCIES

Fully integrated in the search and booking system



ANALYTIC SYSTEM IN YOUR PERSONAL WEB SPACE

Ability to make marketing snapshots of a specific country, resort or hotel, as well as browsing ad campaigns availability in real time



ONLINE CORE FOR SEARCH AND BOOKING

Instant check for tours available in real time and direct booking straight from search results



BANNER ADVERTISING

Access to the promotion of new destinations, advertising campaigns, unique proposals, as well as fortifying the brand image

TARGET AUDIENCE OF IT-TOUR SYSTEM

TRAVEL AGENTS

day-to-day users of the system



7 000+
travel agencies



22 000+
travel agents

TOURISTS

visitors of the main page and users of remote modules of the system



26 000+
screenings viewed by visitors
per day

BANNER ADVERTISING

In terms of advertising, it's a **100% TARGET** of your **TRAFFIC**, consisting of travel agents and tourists.

IT-TOUR SYSTEM USAGE ALLOWS:

- creating the desired image
- increasing the name recognition
- increasing the number of travel agents involved
- strengthening your position in the market
- increasing your profits and revenues

ADVANTAGES OF BANNER ADVERTISING IN OUR SYSTEM:

- direct interaction with travel agents
- unlimited number of available banners
- diverse range of advertising campaigns
- predicted and controlled ad impressions
- reports and recommendations

Banner advertising in IT-tour system is the SIMPLE and EFFECTIVE way to quickly and easily inform travel agents throughout Ukraine about your special offers, promotions, news or any other marketing purpose.



HOSTING

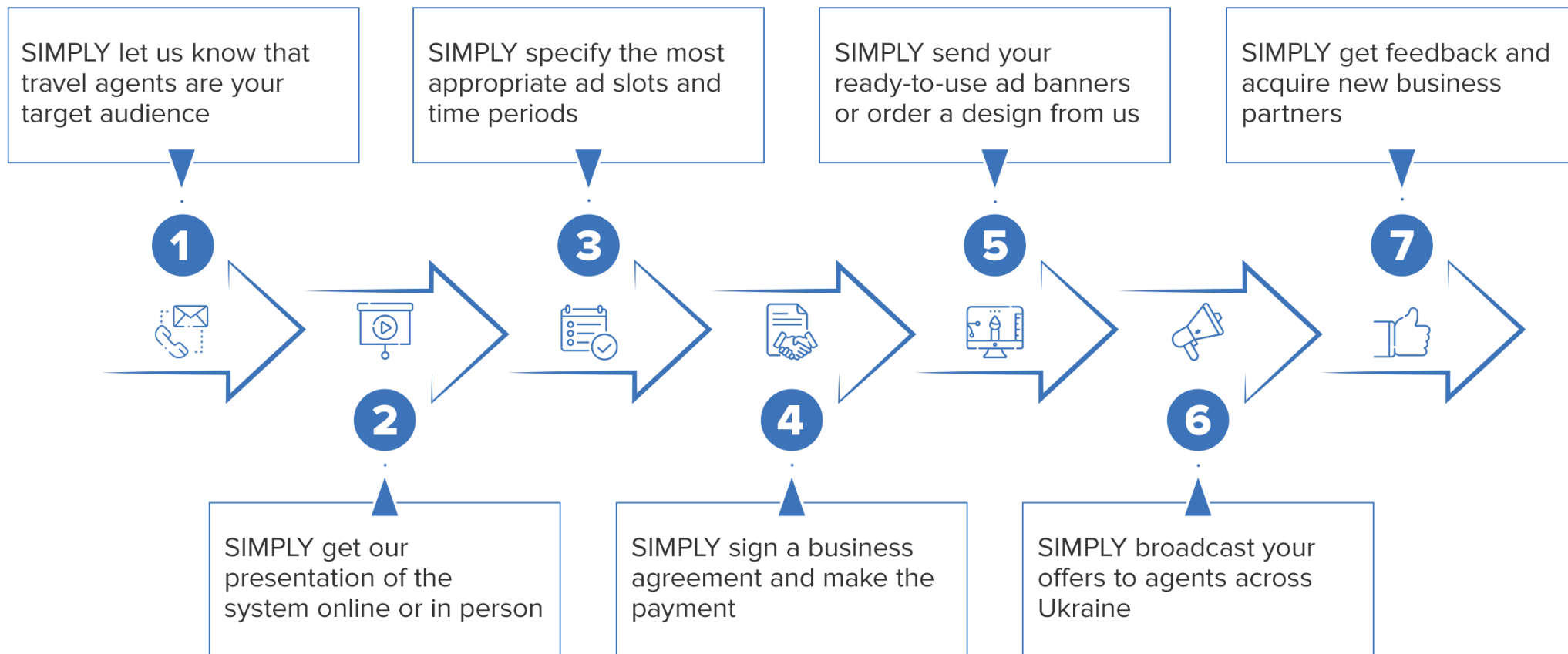
ADVERTISE TO WHOM?

Tour operators, air and land carriers, hotels, cruises and charter yachts services, transfer and banking services, insurance companies and training centres

WHAT TO ADVERTISE?

Destinations, price offers, events, additional services, new profitable ways of partnership

HOW TO ADVERTISE?



From your first contact to placing your advertising – 1day*

*excluded banner development time

CHECKLIST DESIGN

TECHNICAL REQUIREMENTS

File format: .jpeg (static banners) or .gif (animated banners)

File size: up to 200 kB

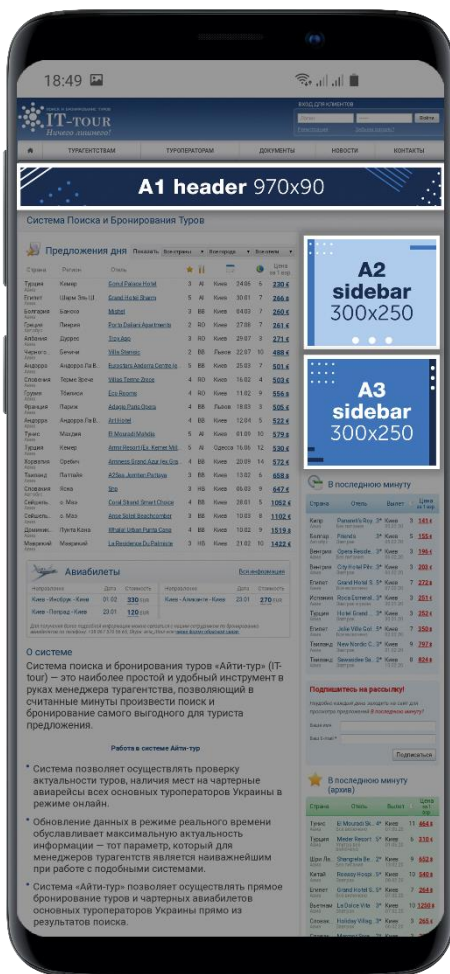
Banner size: 675*400 px, 970*90 px, 300*250 px, 468*200 px, 300*600 px, 970*40 px, 600*90 px (depending on the selected ad slots)



RECOMMENDATIONS

- ✓ The banner stands out on the webpage
- ✓ The banner has a clear structure
- ✓ Quality photos or illustrations
- ✓ Legible font
- ✓ Emphasis on USP

PRE-AUTHORIZATION HOME PAGE



23 766
average daily views
for the period
04/01/19-03/01/20



39 615
max number of
impressions
per day



721 912
average number of
impressions per month
for the period
04/01/19-03/01/20

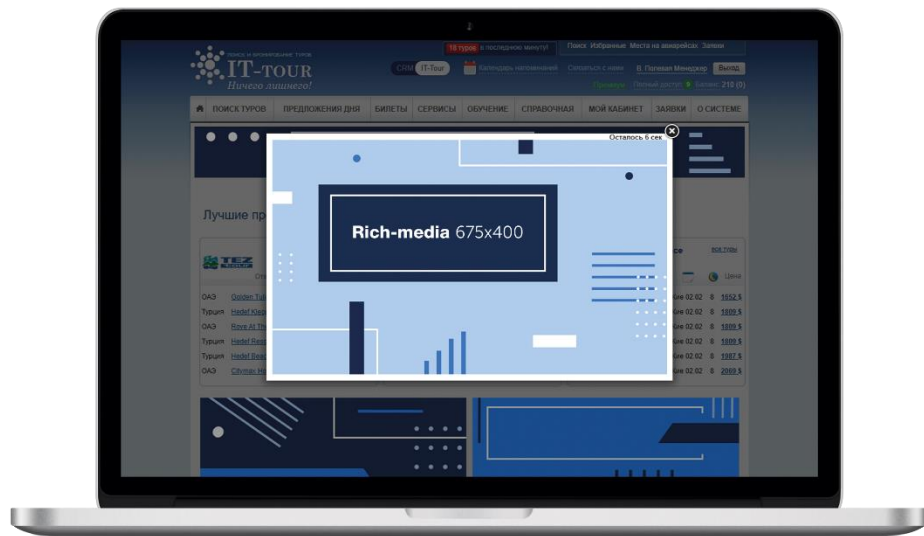
WHEN IS IT DISPLAYED?

Each time a user visits the site
ittour.com.ua

FEATURES

- Great audience coverage
- Your banner can be seen by managers using the IT-tour system and by unregistered users alike – ordinary tourists
- Maximum interaction with the tourist community

POP-UP RICH MEDIA BANNER



11 256

average daily views
for the period 04/01/19-03/01/20



18 445

max number of impressions
per day



341 781

average number of impressions per month
for the period 04/01/19-03/01/20

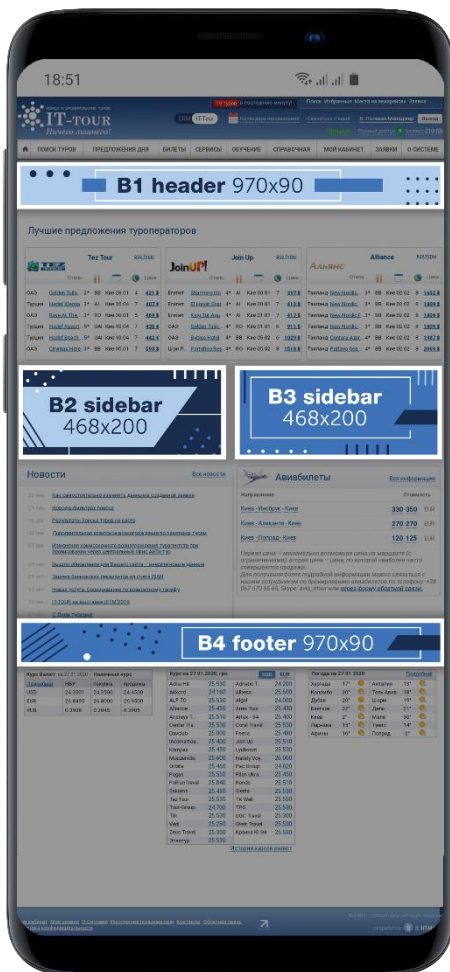
WHEN IS IT DISPLAYED?

Every time a manager logs on to the system

FEATURES

- Your banner is visible to every manager who uses the IT-tour system
- Ability to set the number of impressions per manager
- The most universal banner in the system, regardless the advertiser profile
- Displayed on top of the page for at least 6 seconds
- Impossible to miss, switch, avoid
- «Must-have» for announcing new offers, destinations, conditions

POST-AUTHORIZATION MAIN PAGE



14 781
average daily views
for the period
04/01/19-03/01/20



25 091
max number of
impressions
per day



448 793
average number of
impressions per month
for the period
04/01/19-03/01/20

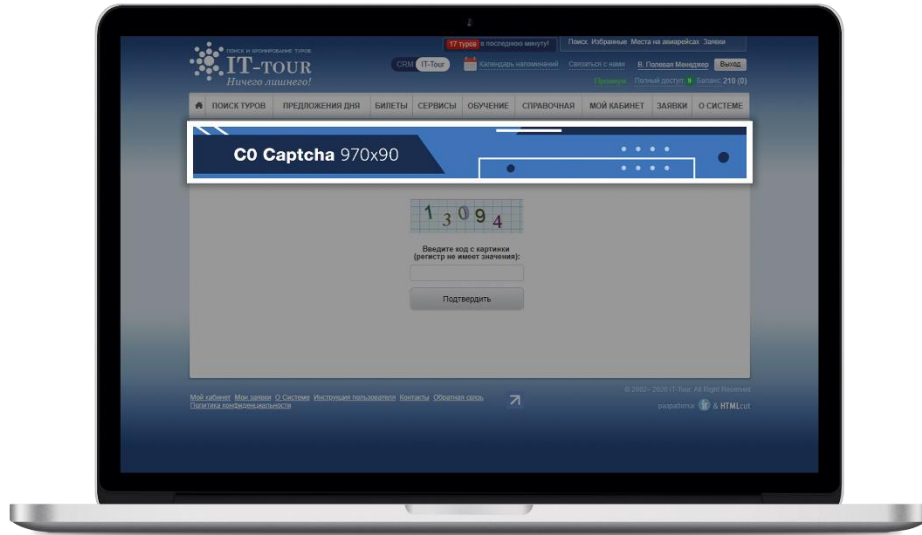
WHEN IS IT DISPLAYED?

Every time the manager is logged in

FEATURES

- Wide coverage of the target audience
- Every manager using the IT-tour system can see your banner
- Banners B1, B2, B3 get an advantageous focus next to the Best Deals block. Suitable for brand promotion and new products
- Banner B4 is in the information block with the exchange rate, weather forecast in the chosen locations. Also, a place for financial offers, prices (tourism), thematic (alternative) areas

CAPTCHA IN ONLINE SEARCH MODE



9 975
average daily views
for the period 04/01/19-03/01/20



16 711
max number of impressions
per day



302 874
average number of impressions per month
for the period 04/01/19-03/01/20

WHEN IS IT DISPLAYED?

Before moving to Package Tours
Search page

FEATURES

- No extra elements that distract from advertising: only the captcha itself and the banner
- Ability to purchase from 10% to 100% of banner impressions
- Ability to place up to 10 layouts within the selected percentage of impressions
- Center aligned on the page
- Displayed until the manager enters the code to go to the online search page

BANNER AD IN ONLINE SEARCH MODE



123 214

average daily views
for the period
04/01/19-03/01/20



252 391

max number of
impressions
per day



3 741 232

average number of
impressions per month
for the period
04/01/19-03/01/20

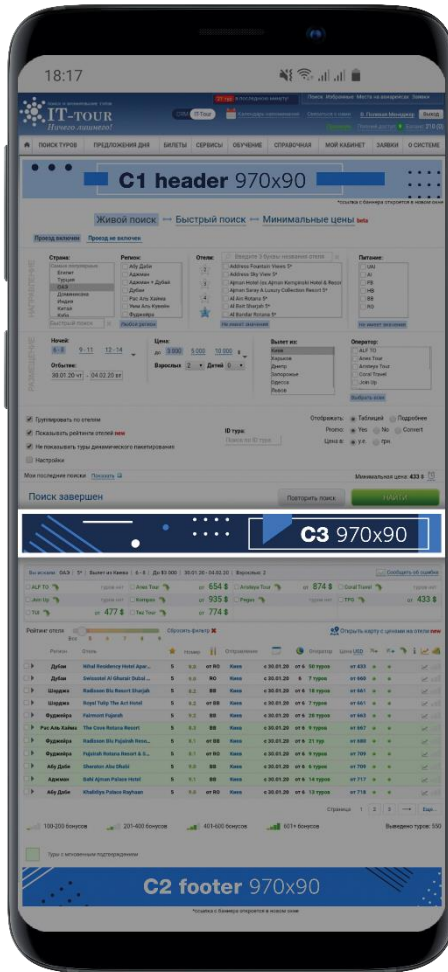
WHEN IS IT DISPLAYED?

Every time the manager goes to the
Tours Search page

FEATURES

- Maximum number of impressions
- Online search – the main option for travel agents in the IT-tour system
- While waiting for the search results the attention of travel agents is drawn to the banner placed on the page
- The best place to promote various offers

CONTEXTUAL AD IN ONLINE SEARCH MODE



22 328

average daily views
for the period
04/01/19-03/01/20
relating to Egypt



54 088

max number of
impressions
per day
relating to Egypt



677 980

average number of
impressions per month
for the period
04/01/19-03/01/20
relating to Egypt

WHEN IS IT DISPLAYED?

Each time the system gives the results of a tour search in a specific country (shown under the filter, above the search results)

FEATURES

- Optimal place to emphasize your presence connected with a specific destination
- The possibility of cross-advertising: advertising about Greece while searching info about Turkey – offers an alternative for a specific destination
- One country – one advertiser (except for: Egypt, Turkey and the United Arab Emirates)

Statistics for each country are given on simple request

EXCURSION TOURS



WHEN IS IT DISPLAYED?

Every time the manager visits the search page for sightseeing tours

FEATURES

- Targeted placement of excursion tours offers
- An alternative way to post tours on an excursion search page for niche tour companies
- Showcase for those who placed their tours on the excursion search page
- Focusing on brand and variety of offers



777

average daily views
for the period 04/01/19-03/01/20



1 454

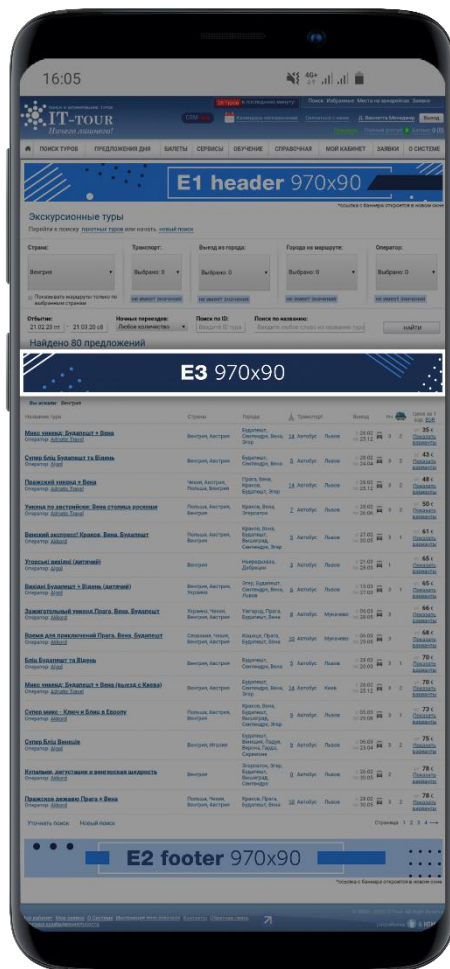
max number of impressions
per day



23 591

average number of impressions per month
for the period 04/01/19-03/01/20

CONTEXTUAL AD IN SEARCHING EXCURSION TOURS



244

average daily views
for the period
04/01/19-03/01/20



553

max number of
impressions
per day



7 409

average number of
impressions per month
for the period
04/01/19-03/01/20

WHEN IS IT DISPLAYED?

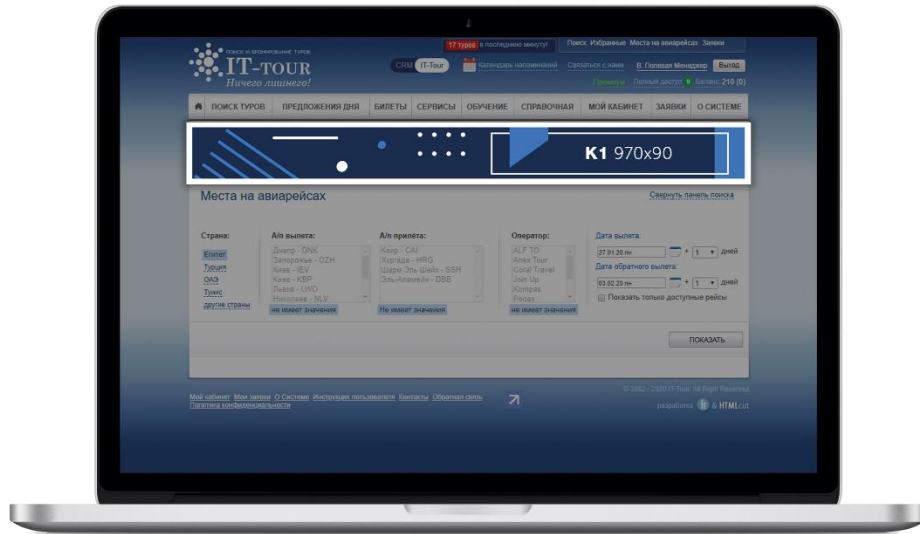
Each time the system gives the result of the tours search in a specific country (under the filter, above the search results)

FEATURES

- Very accurate hit at the agent's specific request
- Emphasis, strengthening your position and image as a strong and reliable tour operator in a specific destination
- The banner will only be displayed if there are guided tours for the requested country

Statistics differ from header and footer indicators as there are no excursions in some countries

SEATS ON AIR FLIGHTS



WHEN IS IT DISPLAYED?

When you visit particular airline info-page to check information on availability of flights (if there any vacant seats left) for each tour operator and destination

FEATURES

- No extra elements that distract the advertising: only a banner and search module
- Ability to purchase 10% to 100% of banner impressions
- Ability to use up to 10 different layouts
- Direct association with flight choice and choice of available seats



695
average daily views
for the period 04/01/19-03/01/20

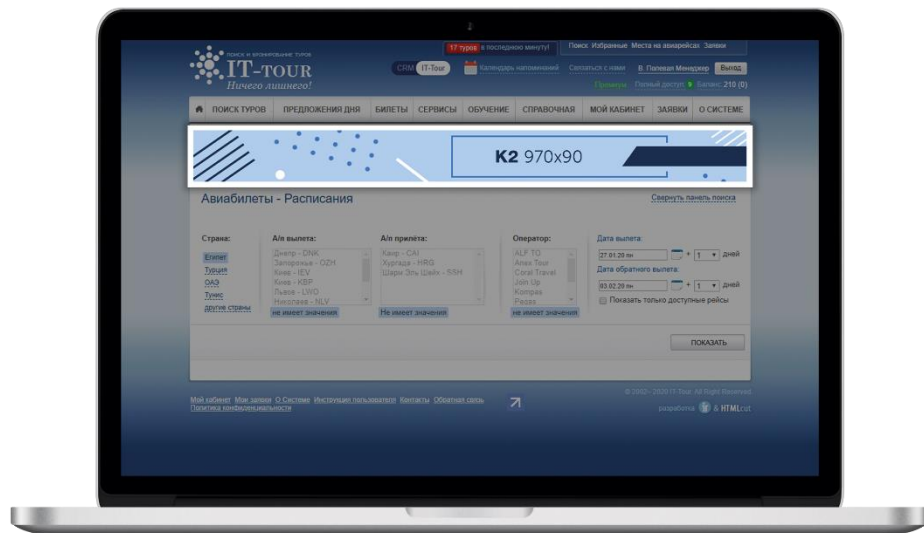


1 560
max number of impressions
per day



21 116
average number of impressions per month
for the period 04/01/19-03/01/20

FLIGHT SCHEDULES



144
average daily views
for the period 04/01/19-03/01/20



475
max number of impressions
per day



4 357
average number of impressions per month
for the period 04/01/19-03/01/20

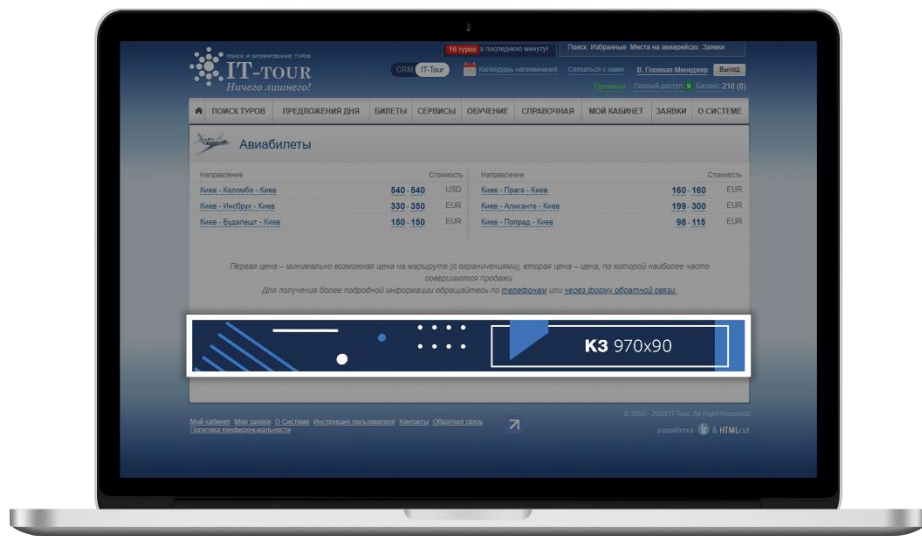
WHEN IS IT DISPLAYED?

When showing the flight schedule page of a specific operator or destination

FEATURES

- No extra elements that distract the advertising: only a banner and search module
- Ability to purchase 10% to 100% of banner impressions
- Platform for posting airline tickets, airlines, etc

FLIGHTS - BEST OFFERS



WHEN IS IT DISPLAYED?

Every time you go directly to the page or the user is redirected from this block, placed on the main page before and after authorization

FEATURES

- The page shows the best offers on charter flights and the best seat offers on regular flights
- Agencies can offer and purchase cancelled tickets
- Platform for posting airline tickets, airlines
- Fortifying the brand image by means of repeated display



28
average daily views
for the period 04/01/19-03/01/20

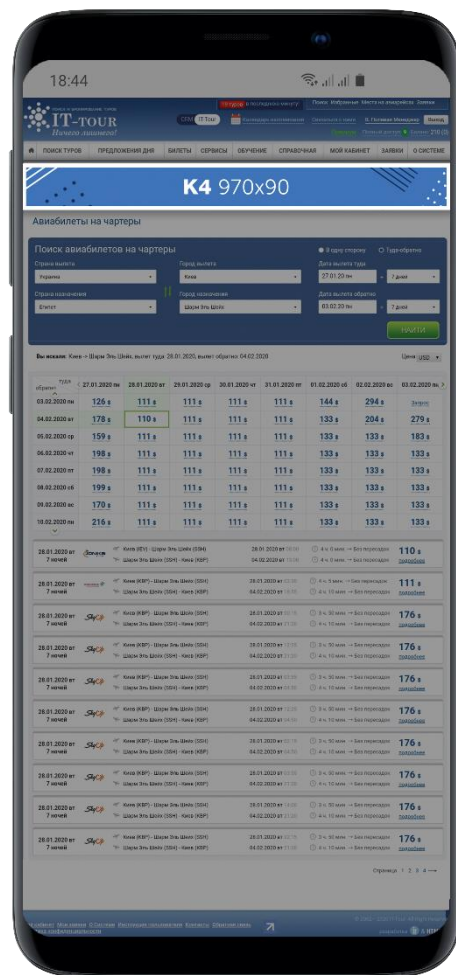


95
max number of impressions
per day



858
average number of impressions per month
for the period 04/01/19-03/01/20

TICKETS FOR CHARTER FLIGHTS



380

average daily views
for the period
04/01/19-03/01/20



757

max number of
impressions
per day



11 497

average number of
impressions per month
for the period
04/01/19-03/01/20

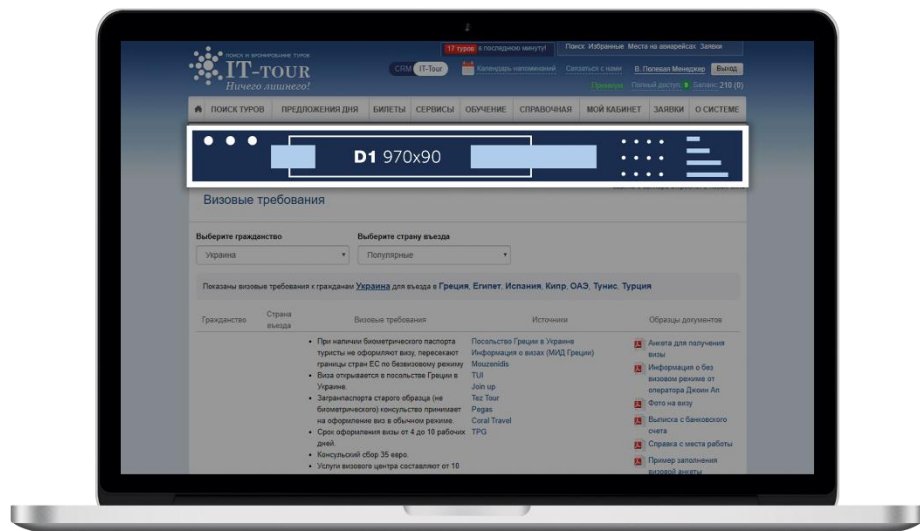
WHEN IS IT DISPLAYED?

Every time when you go directly to the page

FEATURES

- A banner at the very top, above the search filters, for maximum focus
- Platform for posting airline tickets, airlines
- Direct association with flight choice and choice of available seats

VISA REQUIREMENTS



38
average daily views
for the period 04/01/19-03/01/20



126
max number of impressions
per day



1 149
average number of impressions per month
for the period 04/01/19-03/01/20

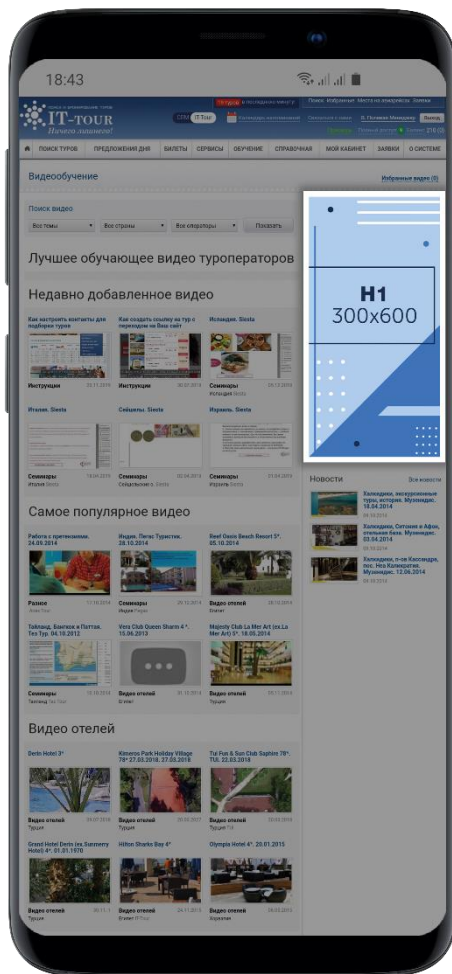
WHEN IS IT DISPLAYED?

Every time you enter the Services Section and select the Visa Requirements option

FEATURES

- A platform for promoting visa support services (direct approval) and tourism related services: car rental, insurance, bank cards for travelers, etc.
- For brand image promotion as part of a package service

VIDEO TRAINING TUTORIALS



86

average daily views
for the period
04/01/19-03/01/20



213

max number of
impressions
per day



2 618

average number of
impressions per month
for the period
04/01/19-03/01/20

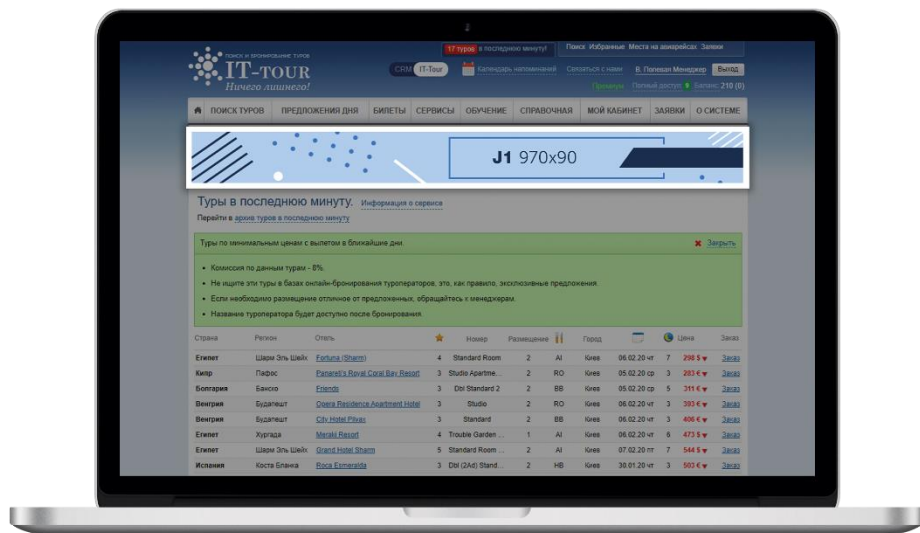
WHEN IS IT DISPLAYED?

When a manager visits a Video Training Tutorial page, also when searching for a specific video and when switching to the video page

FEATURES

- This page is viewed by managers who want to maintain and improve their professional level and skills
- The banner is broadcast throughout the video performing
- Favorable banner format – wide range of banner plot options
- A platform for forwarding agents to their YouTube channels with their webinars and video reviews

LAST MINUTE TOURS



WHEN IS IT DISPLAYED?

While entering the Last Minute page

FEATURES

- The page contains cancelled or declined tours and tour deals with the best discounts for today
- The page is visited by managers looking for the best options for their customers
- Throughout the day, the page is consistently close focused on the managers



2 140
average daily views
for the period 04/01/19-03/01/20

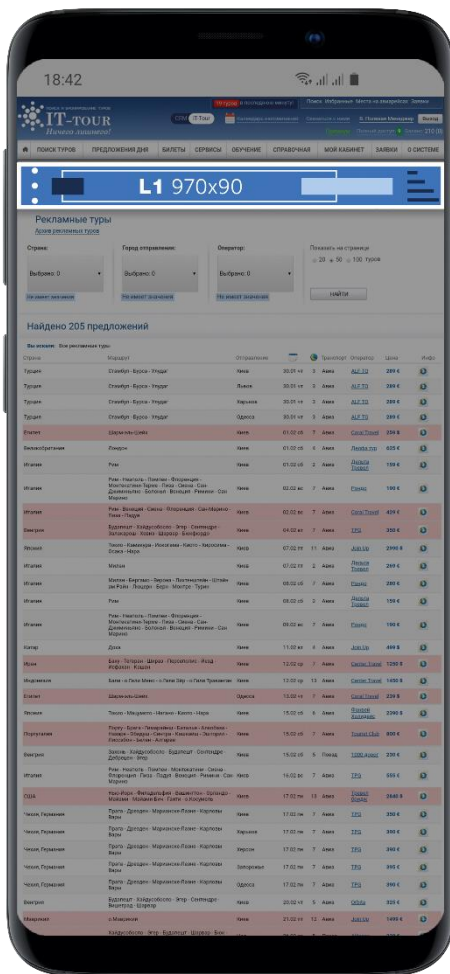


4 125
max number of impressions
per day



64 993
average number of impressions per month
for the period 04/01/19-03/01/20

INFOTOURS PAGE



1 587

average daily views
for the period
04/01/19-03/01/20



3 967

max number of
impressions
per day



48 186

average number of
impressions per month
for the period
04/01/19-03/01/20

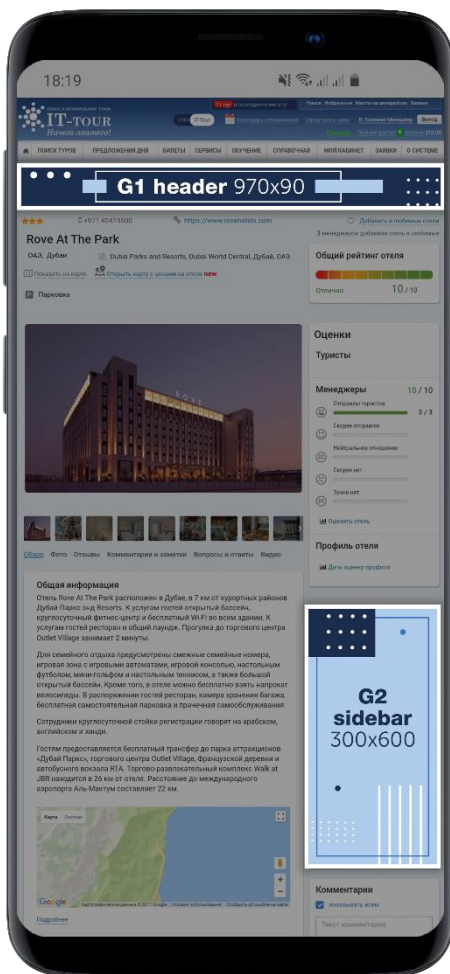
WHEN IS IT DISPLAYED?

While entering the Infotours page

FEATURES

- The main target audience – professional managers who regularly improve their skills
- A profitable place for advertising promotional tours and all kinds of training

HOTEL DESCRIPTION PAGE



50 130

average daily views
for the period
04/01/19-03/01/20



117 139

max number of
impressions
per day



1 522 142

average number of
impressions per month
for the period
04/01/19-03/01/20

WHEN IS IT DISPLAYED?

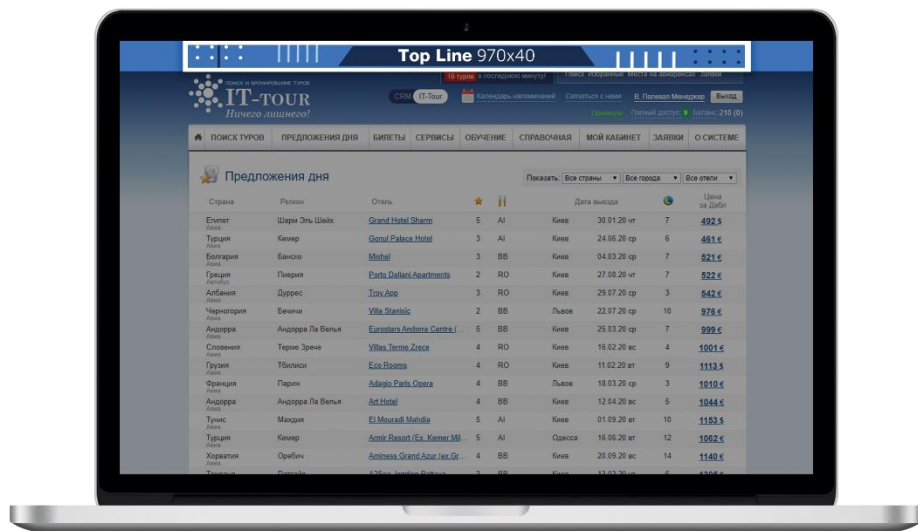
When the manager goes to the
description of hotels through the
search page of tours

FEATURES

- Beautiful image ads are possible, as well as promotion of VIP tours
- The best place for promotions and promotional offers in a specific country
- Possibility of two brand advertising spaces simultaneously

Statistics relate to all destinations. On request, you will
obtain specific data for a country

TOP LINE BANNER



30 000

average views per 3 hours
for the period 04/01/19-03/01/20



68 000

max number of impressions
per 3 hours

Due to the fact that the banner is only displayed for 3 hours a day, the figures are an indication and depend on the day of the week and the time of day

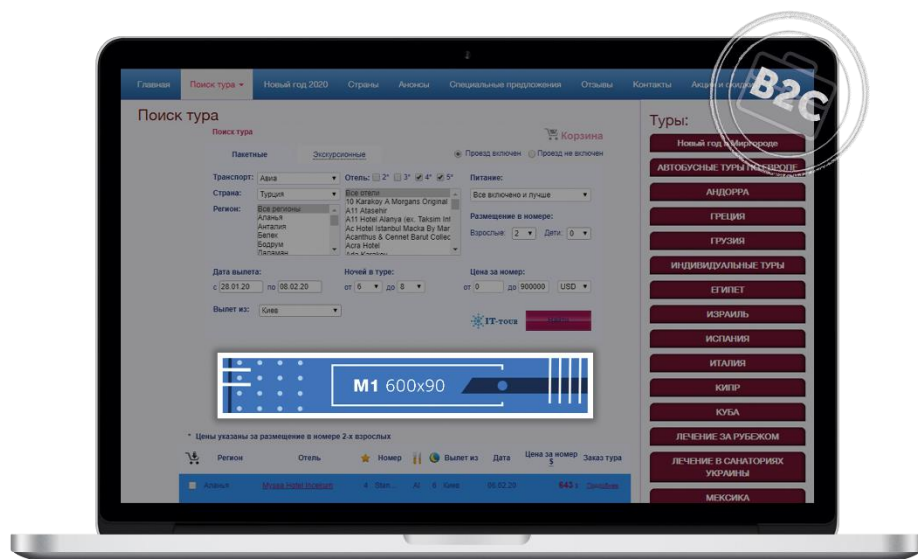
WHEN IS IT DISPLAYED?

On any page of the site wherever the system user is at the moment

FEATURES

- The maximum audience is reached in a short time period
- Exposed up to 3 hours a day by one advertiser
- Both registered and unregistered users will see the banner
- The best advertising place for promoting last-minute tours and tickets, for invitations to webinars (even 1-2 hours before the event)

SEARCH MODULES



WHEN IS IT DISPLAYED?

While tourists search tours on the website of those agencies that have already installed the IT-tour search module

FEATURES

- There are no other elements that detract from the advertising: only the module itself and the banner
- Information is displayed directly to the tourists
- You can purchase 10% to 100% of banner impressions
- You can place up to 10 layouts within the selected percentage of screenings
- The location of the banner between the search request and the search result ensures that the tourist definitely sees the advertising banner



32 699
average daily views
for the period 04/01/19-03/01/20

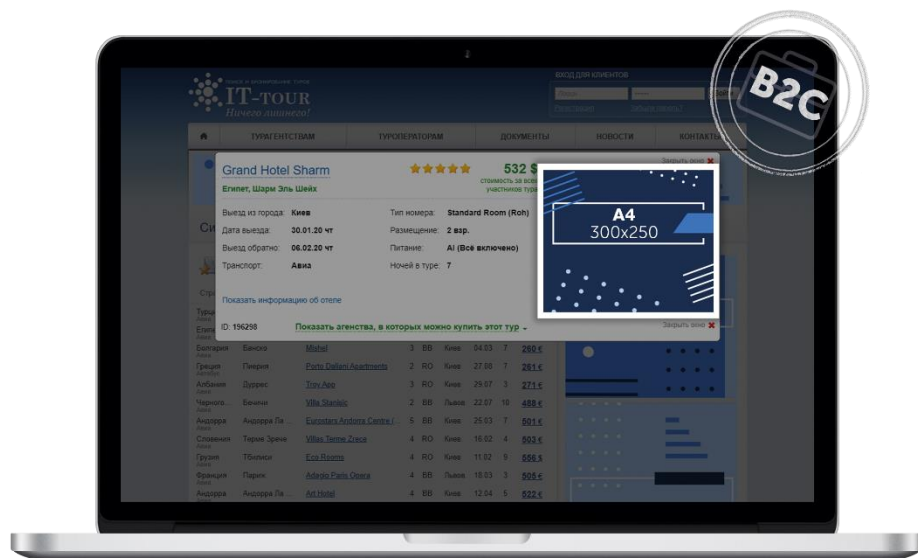


54 829
max number of impressions
per day



990 530
average number of impressions per month
for the period 04/01/19-03/01/20

WHERE TO BUY



WHEN IS IT DISPLAYED?

The layout shows by clicking on any price of the tour on the page, both in the selection of «Best Offer» page, and in the «Last Minute» page

FEATURES

- Tourists contact area, business-to-consumer offers
- High click conversion rate



122
average daily views
for the period 04/01/19-03/01/20



242
max number of impressions
per day



3 713
average number of impressions per month
for the period 04/01/19-03/01/20

PRICE

B2B					
DISPLAYS PER MONTH	100%	40%	30%	20%	10%
PRE-AUTHORIZATION HOME PAGE					
A1 header 970x90	1 130	490	377	263	150
A2, A3 sidebar 300x250	1 130	490	377	263	150
POST-AUTHORIZATION MAIN PAGE					
B1 header 970x90	1 510	757	563	377	263
B2, B3 sidebar 468x200	1 510	757	563	377	263
B4 footer 970x90	750	337	297	207	110
ONLINE SEARCH MODE					
C0 Captcha 970x90	1 130	490	377	263	150
C1 header 970x90	1 817	943	757	563	377
C2 under filters 970x90	1 817	943	757	563	377
EXCURSION TOURS					
E1 header 970x90	220	97	73	53	33
E2 footer 970x90	220	97	73	53	33
E3 Context 970x90	220	97	73	53	33
THE REST OF THE BANNERS					
D1 Visa requirements 970x90	83	0	0	0	0
H1 Video Training Tutorials 300x600	627	273	210	147	83
J1 Last Minute 970x90	1 130	490	377	263	150
L1 Infotours 970x90	220	97	73	53	33

B2C					
DISPLAYS PER MONTH	100%	40%	30%	20%	10%
A4 Where to buy 300x250	1 233	533	410	287	163
M1 Search Modules 600x90	1 820	790	603	423	240

CONTEXT		
CE3OH		
CONTEXTUAL ADVERTISING IN ONLINE SEARCH MODE, C3 970x90		
Egypt, Turkey, UAE	1 820	10 - 100%
Other countries	330	100%
HOTEL DESCRIPTION, G1 header 970x90		
Egypt, Turkey, UAE	800	10 - 100%
Other countries	600	100%
HOTEL DESCRIPTION, G2 sidebar 300x600 (witout context)		
All countries	263	10%
All countries	1 510	100%
TICKETS		100%
K1 Seats on Air flights 970x90		187
K2 Flight Schedules 970x90		187
K3 Best offers 970x90		83
K4 Charter flights 970x90		263
BANNER RICH MEDIA 675x400		
10 000 displays		190
TOP LINE 970x40		
Displays per 3 hours		83

Do you need the attention of travel agents?

Are tourists your potential customers?

Do you have any questions?

**PLEASE CONTACT US RIGHT NOW
TO LAUNCH YOUR ADVERTISING CAMPAIGN**



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