

Istria Experience

Advertising rates



FLYERS

	Characteristics	Dimensions	Price
Istraturist's hotels + Meliá Istrian Villas	Number of receptions: 6 Number of beds: 2.022	10 x 21 cm	834 €
Camps CampingIN	Number of receptions: 5 Number of parcels: 4.082	10 x 21 cm	667 €
CampingIN Park Umag	Number of receptions: 1 Number of parcels: 2.568	10 x 21 cm	334 €
Istraturist's apartments	Number of receptions: 4 Number of beds: 1.322	10 x 21 cm	500 €
Total (hotels + villas + camps + apartments)	Number of receptions: 15 Number of beds/parcels: 7.426	10 x 21 cm	1.167 €

BROCHURE WITH EXCURSIONS

Advertisement	1/2 pages	14,8 x 10,5 cm	667 €
Advertisement	1/1 pages	14,8 x 21 cm	1.000 €
Advertisement	2/1 pages (centrefold)	29,6 x 21 cm	2.500 €

BANNERS

Carousel	Istria Experience web - 1 month	1100 x 393 px	500 €
Carousel	Istria Experience web - 6 months	1100 x 393 px	1.334 €
Newsletter	Istria Experience contact base (lease of advertising space) - sent once	600 x 300 px	667 €
Newsletter	Istria Experience contact base (lease of advertising space) - sent twice	600 x 300 px	1.000 €
Newsletter	Istraturist contact base (lease of advertising space) - sent once	600 x 300 px	1.334 €
Newsletter	Istraturist contact base (lease of advertising space) - sent twice	600 x 300 px	2.000 €

PACKAGES

Package S	Flyers - total (hotels + camps + apartments), Advertisement in brochure with excursions (1/1 pages), Carousel (Istria Experience web - 1 month)	Flyer - 10 x 21 cm Advertisement - 14,8 x 21 cm Carousel - 1100 x 393 px	2.267 €
Package M	Package S Newsletter to the Istraturist contact base - sent once	Flyer - 10 x 21 cm Advertisement - 14,8 x 21 cm Carousel - 1100 x 393 px Newsletter - 600 x 300 px	3.000 €
Package L	Package M Centrefold in the Brochure with excursions (excludes 1/1 advertisement in the brochure from the package M)	Flyer - 10 x 21 cm Advertisement - 29,6 x 21 cm Carousel - 1100 x 393 px Newsletter - 600 x 300 px	3.850 €

