

DESTINATION THAILAND NEWS



DESTINATION THAILAND
NEWS





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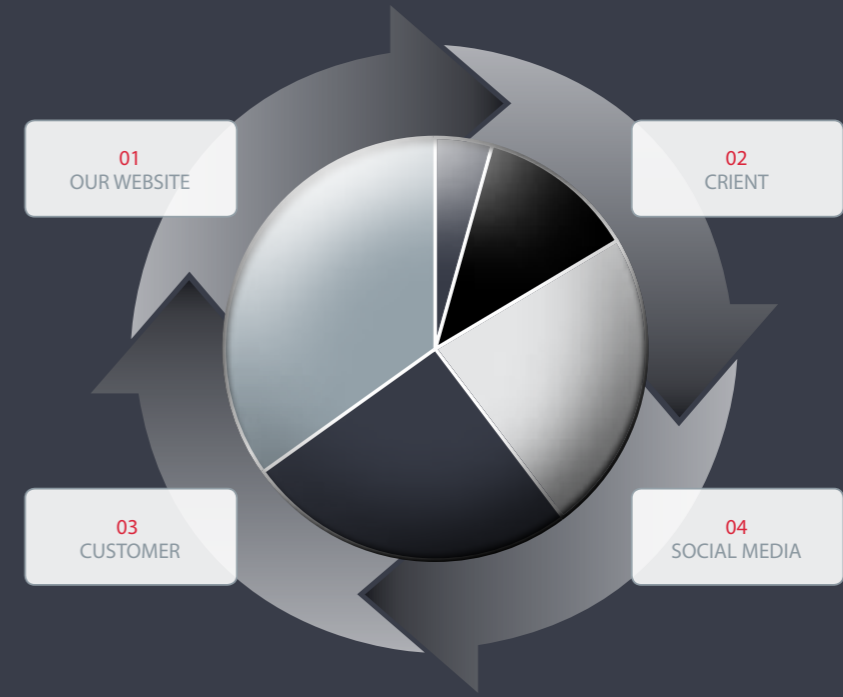
REACHING THE EXPECTATIONS

- > To promote tourism, arts, culture and lifestyle helping to improve the economy in all regions of Thailand.
- > To create better awareness and advocacy for the preservation of the unique arts, lifestyle cultures and environment of the region.
- > To offer a new showcase for our partners, advertisers, including financial institutions, airlines, hotels, restaurants, spas, golf courses, tour operators, shopping centers and others to present and promote their products and services.

THE TARGET AUDIENCE OF DESTINATION THAILAND NEWS IS SPLIT INTO TWO GROUPS:

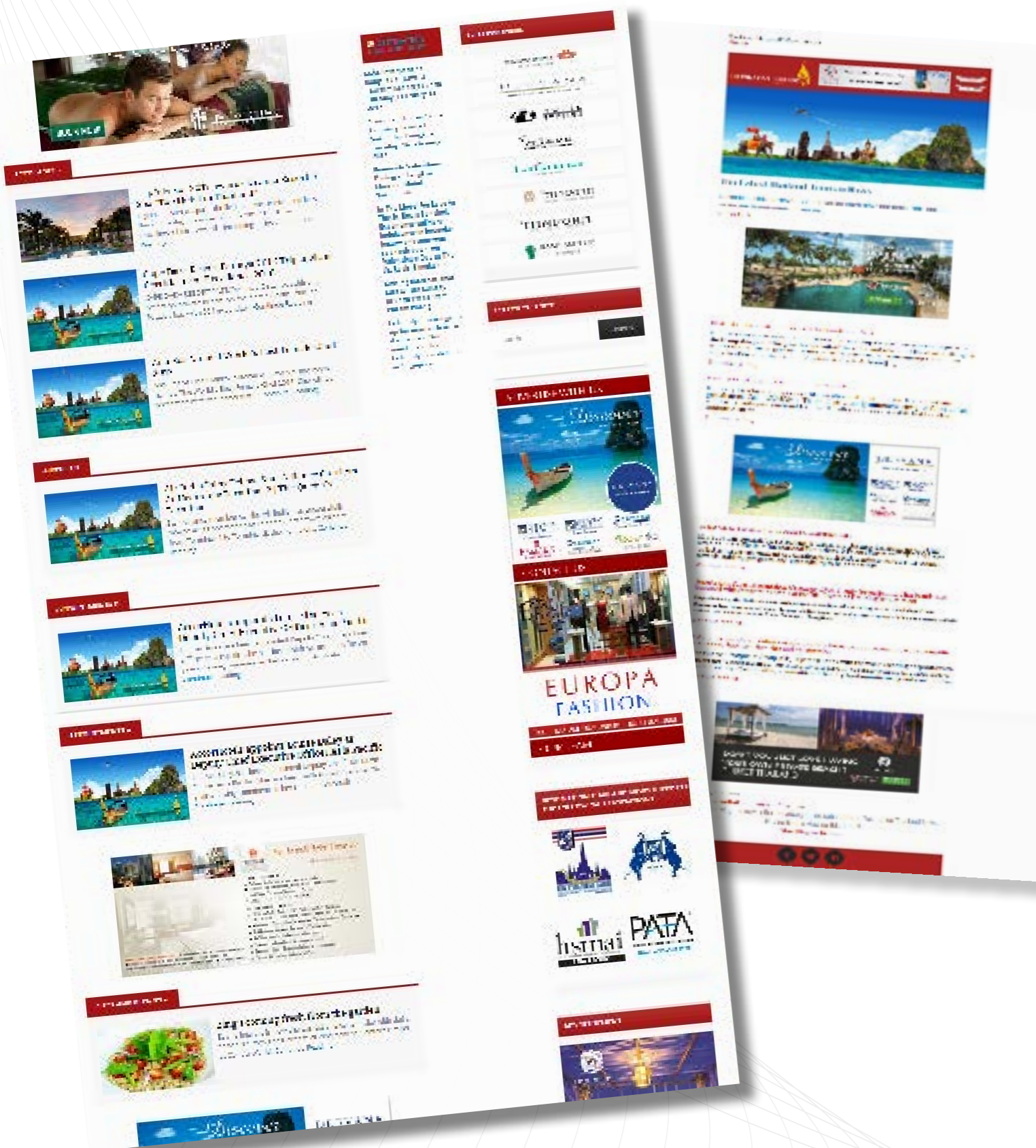
THE FIRST GROUP CONSISTS OF TOURISTS AND BUSINESS TRAVELERS ANYWHERE IN THE WORLD WHO HAVE ACCESS TO OUR ONLINE SITE.

THE SECOND GROUP COMPRISES OF TRAVEL INDUSTRY PROFESSIONALS, STAKEHOLDERS AND ALL REGIONS TOURISM ORGANIZATIONS.



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IT'S NOT HARD TO ADVERTISE WITH US



RATE CARD

AD TYPE RATE PER YEAR

THAILAND'S TOP HOTELS THB 75,000

AD TYPE SIZE (PIXELS) RATE PER MONTH

PLATINUM PARTNERSHIP TILE 300 x 60 THB 16,500
 ELITE PARTNERSHIP LOGO TILE 125 x 125 THB 10,500
 ELITE PARTNERSHIP LOGO TILE 125 x 125 THB 7,500

AD TYPE HOME PAGE BANNERS SIZE (PIXELS) RATE PER WEEK

LEADER BANNER 728 x 90 THB 10,500
 HOME PAGE BANNERS POS 1 468 x 220 THB 8,000
 HOME PAGE BANNERS POS 2 468 x 220 THB 7,000
 HOME PAGE BANNERS POS 3 468 x 220 THB 6,500
 HOME PAGE BANNERS POS 4 468 x 220 THB 6,000
 HOME PAGE BANNERS POS 5 468 x 220 THB 5,500
 FOOTER LEADER BANNER 728 x 90 THB 9,000

SIDEBAR BANNERS TOWER BANNERS SIZE (PIXELS) RATE PER WEEK

LARGE VERTICAL TOWER (POS 1) 300 x 600 THB 11,000
 LARGE VERTICAL TOWER (POS 2) 300 x 600 THB 9,000
 SMALL VERTICAL TOWER 160 x 600 THB 8,000
 SIDE BAR BANNER POS 1 300 x 300 THB 4,500
 SIDE BAR BANNER POS 2 300 x 300 THB 4,000
 CATEGORY PAGE BANNERS 468 x 220 THB 4,000

ARTICLE ADS SIZE (PIXELS) RATE PER ARTICLE

ARTICLE AS - TOP 468 x 60 THB 1,500
 ARTICLE AD - RIGHT 250 x 250 THB 750
 ARTICLE AD - LEFT 250 x 250 THB 750
 ARTICLE AD - CENTRE 250 x 250 THB 750
 ARTICLE AD - BOTTOM 468 x 60 THB 1,500

AD TYPE NEWS ALERT BANNERS SIZE (PIXELS) RATE PER WEEK

NNEWS ALERT LEADER BANNER 300 x 60 (Max File size – 15KB) THB 15,000
 NEWS ALERT BANNER A 468 x 220 THB 12,000
 NEWS ALERT BANNER B 468 x 220 THB 9,000
 NEWS ALERT BANNER C 468 x 220 THB 8,000

Rates current as of January 2017 and are shown exclusive of GST and are subject to change.

DESTINATION THAILAND NEWS STATS BY REGION

ASIA / CHINA	DEC-15	DEC-16
Bhutan	93	2
Cambodia	952	2,119
China	4,887	11,866
Indonesia	2,532	16,396
Japan	1,760	9,061
Laos	41	723
Malaysia	3,599	18,896
Myanmar	207	2,632
Philippines	1,489	6,267
Singapore	2,877	5,876
South Korea	839	4,830
Taiwan	1,692	3,163
Thailand	95,785	280,577
Vietnam	1,594	6,731
Total	118,347	369,139

EUROPE	DEC-15	DEC-16
Austria	530	1,373
Belgium	222	1,538
Bulgaria	207	2,153
Czech Republic	810	2,423
Denmark	1,168	1,494
Finland	536	1,176
France	28,734	110,835
Germany	17,566	69,995
Greece	102	839
Hungary	195	940
Ireland	16,010	28,812
Italy	1,386	4,386
Netherlands	2,770	7,085
Norway	4,033	439,107
Poland	600	2,657
Portugal	5,339	10,476
Romania	275	1,153
Russia	2,923	7,632
Spain	2,085	4,141
Sweden	1,132	5,657
Switzerland	1,561	5,906
Turkey	472	1,354
Ukraine	4,280	22,399
United Kingdom	9,037	19,575
Total	101,973	753,106

OCEANIA	DEC-15	DEC-16
Australia	16,701	53,892
New Zealand	797	3,528
Total	17,498	57,420

AMERICAS	DEC-15	DEC-16
Argentina	207	773
Brazil	1,711	1,785
Canada	2,025	9,287
Columbia	101	246
Mexico	298	849
USA	117,880	459,747
Total	122,222	472,687

AFRICA	DEC-15	DEC-16
South Africa	543	2,573
Morocco	192	99
Total	735	2,672

MIDDLE EAST	DEC-15	DEC-16
Qatar	0	443
Oman	263	400
Israel	627	898
Saudia Arabia	292	795
UAE	887	2,688
Iran	91	399
Total	2160	5,623

SOUTH ASIA	DEC-15	DEC-16
Bangladesh	112	484
India	3,785	13,975
Nepal	184	271
Pakistan	209	788
Sri Lanka	21	737
Total	2160	16,255
Other Countries	1,101,827	60,700



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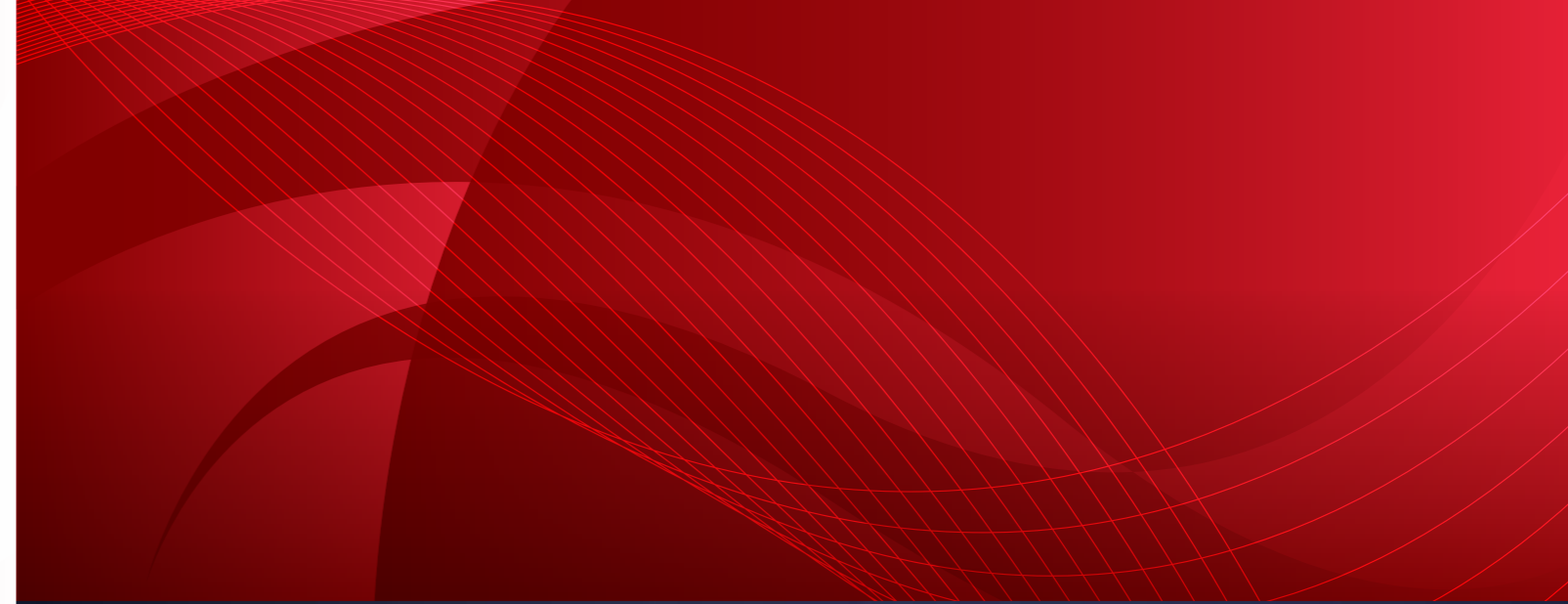
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