



# PANROTAS

PANROTAS

ONLINE

PANROTAS MOBILE

## 2018 Media Kit



## PANROTAS – Committed to promoting business opportunities for your company

A communication, event, and market intelligence company for the Travel and Tourism industry. Founded in 1974, it operates in the organization of private and tailored events, printed publications (which also include a digital version), news portals, websites, activities and brand activation in trade shows, conventions, and social media.

Headquartered in São Paulo with offices in Brasília, Rio de Janeiro, and Miami, PANROTAS is the leading company in content production for the tourism professional, working with the entire sector's supply chain, such as airlines, hotels and hotel chains, tour operators, travel agencies, car rentals, ocean cruise companies, distribution and reservation services, assistance cards, official tourism agencies, professional associations, tech companies, among others.



**ONLINE**

PANROTAS Portal, the main news portal for the  
Brazilian tourist trade for the last 18 years

PANROTAS  
Portal

PANROTAS  
Portal  
Envelopment

PANROTAS  
Mobile

PANROTAS  
Blogosphere

PanJobs

Sponsored  
Word or  
Theme

Online  
Event  
Coverage

Microsite  
Destinations

PANROTAS  
News

PanCorp  
PANROTAS  
CORPORATE

Publi-Editorial

## PANROTAS



Connectivity to be with the reader at any time and place.

**Responsive version** adapted to all mobile devices

**Desktop**  
53.98 %



**Tablet**  
2.52 %



**Mobile**  
43.50 %



MOBILE						
Module	Layout	Size in Pixels	Weight	Sale Unit	Price (R\$)	Price (\$)
1	Full Top	320 x 50	30Kb	CPM	R\$ 76.00	US\$ 30
2	Full Fix	330 x 50	30Kb	CPM	R\$ 100.00	US\$ 40
3	Upper Square	300 x 250	50Kb	CPM	R\$ 56.00	US\$ 22
4	Middle Square	300 x 250	50Kb	CPM	R\$ 38.00	US\$ 15
5	High Impact	300 x 400	50Kb	DAY	R\$ 5,400.00	US\$ 2,200

