



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

PanCorp PANROTAS CORPORATE

WHAT IT IS

- A website for event and corporate travel professionals and for business travelers. It has the most relevant news for this audience, focused on good practices, cases, technology, and studies.
- It has a team of bloggers with a strong participation in the industry.

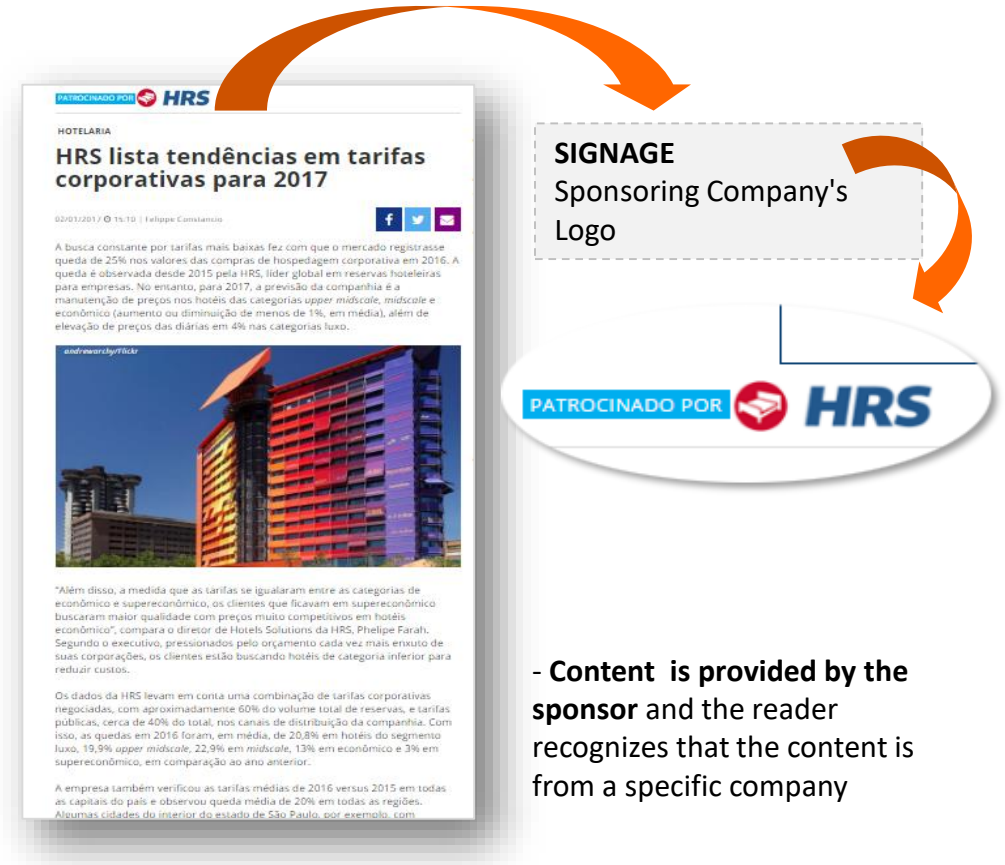
BRAND EXPOSURE

- Exclusive sponsorship in your segment (for example: only one airline, only one hotel chain)
- Your brand will appear in all available banner areas, rotating between exclusive brands from other segments
- Your banner is published on the Corporate Portal's homepage and on the header within every news item
- Wherever readers navigate, the brand will have an impact on them



Sponsored Content

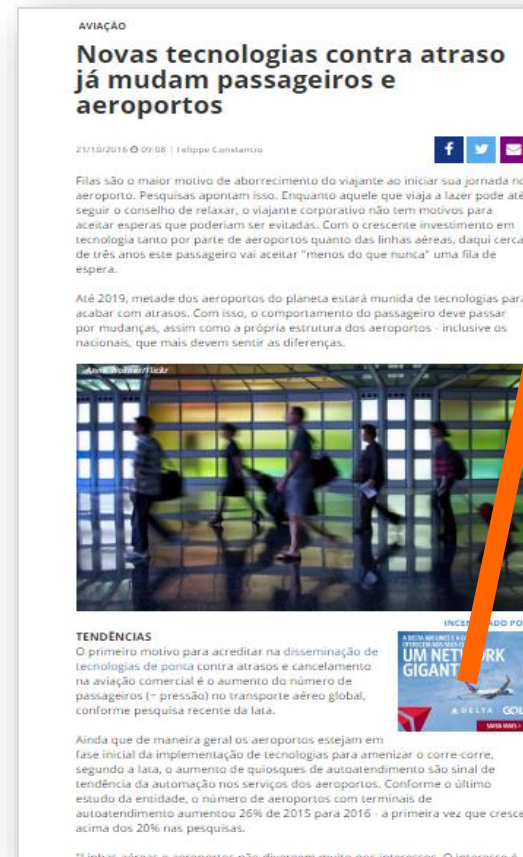
- Two sponsored contents – As an advertorial in a digital format, where there is an area for the brand to talk about itself, its news, its distinctions, its products
- The sponsored content will be showcased for a week every month.
- In this case, all the editing and layout are equivalent to those of a common note but with a signage from a sponsored content.



- Content is provided by the sponsor and the reader recognizes that the content is from a specific company

Promoted Content

- One "promoted content" per month: it is a relevant theme for the audience, which the brand denotes for PANROTAS to research and publish.
- It will be a news item with a "seal" containing the words: promoted by **your company**.
- Counting on the expertise of the PANROTAS newsroom, a news item of promoted content will be published every 15 days
- The strategy consists of gaining audience and associating the brand with themes/contents of interest to the target-audience. With that, the brand becomes an information expert and proprietor, which will project it as an influencer of the market decision makers.



SIGNAGE

Sponsoring Company's Logo



PANROTAS PANCORP - HOMEPAGE		
Periods	Price R\$	Price US\$
Monthly Sponsorship	8,500.00	US\$ 3.090
Annual Sponsorship	90,900.00	US\$ 33.054