

*ViaMichelin*



**ADVERTISE ON VIAMICHELIN !**



## European presence

ViaMichelin is available:

- **In 8 languages** (*English, Dutch, French, German, Italian, Polish, Portuguese and Spanish*)
- **Across 13 different countries** (*UK, Austria, Belgium, France, Germany, Italy, Netherlands, Norway, Poland, Portugal, Spain, Sweden and Switzerland*)

Consistent communication:

- localised websites with identical look & feel
- parallel content
- unified advertising formats



## Our advertising solutions

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ViaMichelin offers various solutions designed to help you achieve your advertising objectives and address your brand issues.

We provide a range of solutions relevant to your objectives:

- Optimise your visibility
- Grab the attention of web users
- Get in all the right places to be seen by everyone!
- Create value to your brand
- Enhance your image
- Be in the right place at the right time!



# Optimise your visibility

**POUVOIR DANS LA MÊME JOURNÉE:**

728 x 90

Format available throughout site with exception of Home Page and maps/itinerary print-outs

qui se recalcule instantanément

160x600

Format available for large maps and itineraries

300x250

Format available throughout site with exception of My ViaMichelin section and maps/itinerary print-outs

# Grab the attention of web users (HP)



## Road Block

Page wrap  
+  
exclusive Medium Rectangle  
(with or without video)



## Expandable Premium Rectangle


300x250 format spreading to  
658x305 and covering the hotel  
search and Michelin guide sections




## Expandable Top Banner

Situated at the top of the page in 1005x90  
format expanding to 1005x200 via a roll-  
down/retracting extension + option for  
exclusive presence on the rectangle

# Get in all the right places to be seen by everyone!



**Expandable Mega Banner**  
Banner situated at the top of the page and spreading to cover page content below. Available on all pages with exception of Home Page



**Transparent flash**  
Format available for Home Page



**Corner peel-back**  
Format available for Home Page

# Create value to your brand

## Advertorial integrated into travel/motoring editorial.

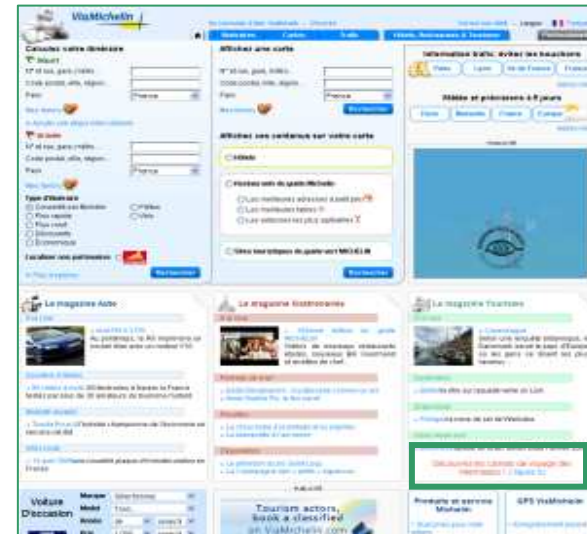
2 offers, 1 mechanism:

Editorial content dedicated to your brand and endorsed by ViaMichelin.

→ Accessible via the Home Page for two weeks from one prominent position

→ Dedicated page within ViaMichelin communications

→ Coverage in **motoring** or **travel/tourism** newsletters




Example of AUTO advertorial

Home Page teaser (x 2 weeks)



Example of AUTO advertorial


# Enhance your image



**Sponsorship of printed maps and itineraries**

Off-line advertising: Advert incorporated into printed maps/route plans requested by web users.  
Ideal format for coupons/vouchers.

Format for Maps: **468x60**  
Format for Itineraries: **600x90** above itinerary




**Travel & motoring newsletter sponsorship**

Medium rectangle coupled with advertorial leader in ViaMichelin newsletters.

**More than 1.2 million subscribers in Europe.**

2 monthly newsletters:  
Travel (1st of each month)  
Motoring (15th of each month)



**HP Sponsorship**

Exclusive brand presence on Home Page for visibility to 100% of site visitors at an attractive price.

Format: **300x105**.

Alternative positions: Map/itinerary search and results pages

1 month max

# Be in the right place at the right time!

**Brand placement**

Brand Placement enables advertisers with 100+ sales outlets to appear as Points of Interest (POIs) on maps/itineraries requested by web users

**Geo-targeting**

Essential to maximise campaign effectiveness.  
 Criteria options: country, region, town  
 Formats: medium rectangle, square and skyscraper  
 Location: map/itinerary results pages

**A team ready to listen and work with you**

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Please contact our sales team for further information  
on our advertising solutions and prices:

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