



Official Press Service for ITB Berlin

5 to 9 March 2008



Text distribution in Germany ots (original text service)

- throughout Germany via dpa satellite on tickers of the daily news media
- to e-mail distribution lists e.g. tourism, leisure
- to search engines such as Google News, YAHOO! and online databases, e.g. factiva (Reuters/Dow Jones) and GENIOS (Handelsblatt)
- into Germany's comprehensive database for press information www.presseportal.de
- into the ITB's electronic press sections at www.itb-berlin.de/Presse-Service

€ 280,-*

additional

Text distribution in Austria/Switzerland A/CH add-on

- in Austria via the network of APA Austria Press Agency to daily news media (APA-OTS)
- in Switzerland via SDA (Schweizerische Depeschagentur) satellite to daily news media (news aktuell Schweiz)

€ 180,-*



Internet package

Distribution of your press releases:

- into the ITB's electronic press sections at www.itb-berlin.de
- into Germany's comprehensive database for press information www.presseportal.de

€ 100,-*



Text distribution to individual European single countries circuits

ots European single country

to selected countries in the relevant language (e.g. UK, France, Spain, Italy, Portugal, Netherlands, Norway, Sweden, Finland, Russia)

- via satellite, e-mail, web to daily news media € 300,-*
- including trade media € 350,-*

Further countries on request



Text distribution in Europe ots Europa Basic

to daily news media in 17 countries (Belgium, Denmark, Germany, Finland, France, Greece, Ireland, Italy, Luxembourg, Netherlands, Norway, Austria, Portugal, Spain, Sweden, Switzerland, UK)

- in German, English, French, Spanish (including translation)
- via satellite, e-mail and the web to daily news media
- to trade media
- to databases and news services

€ 1.230,-*



Text and photo distribution in Germany ots (original text service) + obs (original image service)



Text distribution in Germany and additional photo distribution

- throughout Germany via dpa satellite on tickers of the daily news media
- to e-mail distribution lists e.g. tourism, leisure
- insertion into dpa image databases, dpa picture alliance, mecom database
- into Germany's comprehensive database for press information www.presseportal.de

€ 630,-**



Audio production and distribution ots. audio podcast

- Complete production of a 5- to 7-minute audio contribution per trade-fair day, and compilation of a pre- and post-event report. Delivery by 08.00 the following morning
- Production of jingles and other packaging elements
- Registering the podcast with iTunes, dopcast.de and podcast.de
- per podcast, including text distribution in Germany with topic overview and direct link to the podcast

Individual contribution: € 1.250,-

Five contributions: € 5.750,-

* Price based on 300 words, including VAT. Surcharge for each extra group of 50 words.

** A surcharge of € 120 will be calculated for distributing a press photo between 10.00 and 20.00 (obs.Express).

All prices include VAT. The general business terms and conditions, which you can refer to at www.newsaktuell.de/de/auftrag/agb.htx, shall apply.

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Auftragserteilung:

www.newsaktuell.de/webdesk. Please click on "ITB".