



VERKEHR

TOURISTIK

HOTELLERIE

DESTINATIONEN

KOMMENTARE

SUCHE

TAI TRAVEL AGENTS CARD

gast.at Das Onlineportal der ÖGZ

TAI WERBE GRAND PRIX

TAI 24TOPNEWS

TUI Österreich

„Vorzeichen für eine erfolgreiche Sommersaison ab Salzburg sind gut“

Mit 39 Abflügen pro Woche ist das Angebot so groß wie noch nie – zwei Drittel der Kund:innen buchen ihren Urlaub im Reisebüro. Aktuell liegen die Flugreisen ab der Mozartstadt gemessen am Gästevolumen um 17 % über dem Vorjahressommer



Quality online www.tai.at



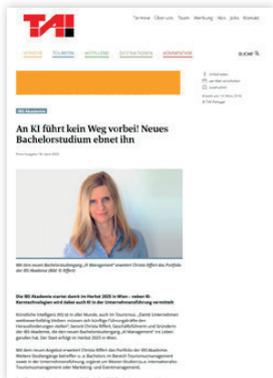
www.tai.at is a b2b-platform for the Austrian tourism industry and offers various possibilities for advertising – on point for each target group. Our readership covers the entire spectrum of touristic key players:

travel agencies, travel agents, travel operators, travel managers, airlines, airports, business travel, representatives of national & international tourist boards, carriers (rail, ship, cable-car), car rental agencies, coach operators, CRS, incoming-agencies, tourism associations, catering industry, hotels, spas, congress centres, convention bureaus, professional associations, political institutions, diplomatic representations

BANNER FORMATS AND PRICES (VALID FOR 2026)



Head Banner



Centre Banner



Skyscraper



Bottom Banner



Small Banner

Format	Placement	Banner size (px)	Runtimes and prices for each runtime			Position
			6 months	3 months	1 month	
Head Banner	entire site	463 x 80	€ 3.100,-	€ 2.100,-	€ 1.300,-	head position, fixed
Centre Banner	all topics	613 x 90	€ 3.300,-	€ 2.300,-	€ 1.500,-	above all articles and overviews
Skyscraper	all topics	235 x 600	€ 2.900,-	€ 2.100,-	€ 1.300,-	right column
Bottom Banner	entire site	930 x 60	€ 2.700,-	€ 2.300,-	€ 1.500,-	at the lower border of the window, fixed
Small Banner	all topics	235 x 90	€ 2.100,-	€ 1.500,-	€ 1.100,-	right column

- » **Entire site:** The banner is displayed permanently.
- » **All topics:** The banner is displayed on all pages with editorial content.

- » **Formats:** gif, jpg, png (resolution of 72 dpi or higher)
- Further information is available on request.

JOB-ADVERTISEMENTS

Job-advertisements for the period of 1 month or 28 days: € 1.100,-

ADVERTORIALS AND SLIDESHOWS



Content that consists of an article or a slideshow and is marked as an advertisement, designed in cooperation with you. The text can contain up to 5.000 characters (including spaces) and five images. The landing page of www.tai.at features an image or a slideshow that leads to the article.

- » **Price for 12 months:** € 3.500,-
- » **Price for 6 months:** € 2.700,-
- » **Price for 3 months:** € 1.900,-
- » **Price for 2 months:** € 1.500,-
- » **Price for 1 month:** € 1.300,-

The prices for all banners/advertorials/slideshow placements for the period of one week are available on request.

(all prices excl. taxes)