



Connecting with the world of travel

# e-brochure creation

## Digitise, Host and Market

BP and Au will create and host your e-brochures and help you maximise usage via Travel Agents & Consumers.

## Create and host e-brochures

- Provide us with the electronic brochure file you supply to your printer and leave the rest to us.
- We'll quickly create a page-turning e-version of your brochure and host it under a unique URL ready for immediate use.
- There are lots of additional features included. (*see reverse of sheet*)

## Marketing your e-brochure to Travel Agents

- Add your e-brochure to your trade web site using its unique URL.
- FREE advertising on Trade-Gate.co.uk e-brochure index page.
- Add your e-brochure to Trade-Gate.co.uk for Travel Agents to download.
- Launch your e-brochure via a solus e-broadcast: we can create and broadcast this for you.

## Marketing your e-brochure to Consumers

- Add your e-brochure to your consumer web site using its unique URL.
- Add your e-brochure to our brochure ordering site "Brochurebank.co.uk" alongside conventional brochures for consumers to download.
- FREE entry into the next edition of our "New Brochure Alert" monthly email: *sent to 100,000 opt in Travel Consumers.*

## E-brochure Production Costs:

- Gold Package                    £950.00 (full details overleaf)
- Silver Package                 £725.00 (full details overleaf)
- Bronze Package                £500.00 (full details overleaf)

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<b>Basic Functions</b>	<b>Detail</b>	<b>Price</b>	<b>Bronze</b>	<b>Silver</b>	<b>Gold</b>
Brochure Production	Up to 200 Pages (£1.75 per additional page)	INC	√	√	√
SEO description	10 words max	INC	√	√	√
SEO Keywords	Up to 100 words	INC	√	√	√
Dedicated Launch Date	Launched to Tour Ops schedule	INC	√	√	√
Advanced Search	Within Brochure	INC	√	√	√
Return Website Address	<a href="http://www.yourhomepage.co.uk">http://www.yourhomepage.co.uk</a>	INC	√	√	√
Intro URL Link	On Loading Page	INC	√	√	√
Intro Logo	On Loading Page	INC	√	√	√
Background Graphic	Behind Brochure				√
Homepage Left Advert	Static Image				√
<b>Menu Options</b>					
Reading View	Individual page or as a double page spread			√	√
Edition Selector	View other editions				√
Page Browser	A horizontal list of pages to browse			√	√
Print Tab	Print via a hovering icon	INC	√	√	√
Print Pages	Print via the main menu	INC	√	√	√
PDF Tab	Download via a hovering icon	INC	√	√	√
Download as PDF	Download via the main menu	INC	√	√	√
Zoom in Button	Enlarge specific page details	INC	√	√	√
Zoom in slider	Horizontal or vertical				√
Page border	To clarify content				√
Email to a friend	Send page or whole brochure to a friend	INC	√	√	√
Spine shading	Add a 3D effect				√
Add Bookmarks	Identify specific sections within a brochure				√
Slideshow	Automatically turns pages			√	√
Help	Online guide to navigating the brochure	INC	√	√	√
Clippings	Cut and save details of interest				√
Full Screen Button	Resizes brochure to full screen resolution				√
Button Interface Colour	Will be same as Menu Select button				√
Menu Select Colour	Same as Button Interface			√	√
Button Hover Colour	Customise button to corporate branding			√	√
Interactive URL's	Activate URLs within text			√	√
<b>Advanced Functions</b>					
Statistics and Reporting	Full statistics package/report upon expiry.		√	√	√
News Ticker	Scrolling news feed	INC	1 per issue	2 per issue	5 per issue
Animation	Specification Pack Available				1 per issue
Video clip (inc Audio)	Specification Pack Available	INC	1 per issue	2 per issue	5 per issue
Audio (only)	Specification Pack Available	INC	1 per issue	2 per issue	5 per issue
Enlarged Images	Specification Pack Available	INC	1 per issue	2 per issue	5 per issue
Content List	Jump to a particular page or subject.				√