



Dear Sir,

TIM (P) Ltd, is a leading company in Tourism, Filming, Research and Media. We are the makers of Vihari the traveller on STAR MAA TV a travel programme in Telugu with a historic telecast for 15 Years. Our travel serials are also aired in Tamil and Odiya. After the success of the travel show, with viewer's demands and tourism trends we have been innovating new products in the vertical of tourism, and now we have our own Publications and TV Web Channel - **VIHARI TV** in Telugu and **THE TRAVELLER TV** in English with a great presence on Digital Platforms and Social Media Handles.

We are promoting our channel and our sponsors on different platforms ranging from New **Media Marketing**: Digital TV, Social Media, SMS, Mailers, Mobile Apps, Whats App, Online, Vlogger, and Bloggers to **Conventional Marketing**: Cross Promotions, Digital and E Books , Hard Copy Books , BTL to name a few.

We propose to promote your brand on our Digital TV and Social Media handles and Conventional platforms like Book Hoardings and TV. *Please find enclosures about Sponsorship details. Log on to*

[www.thetravellertv.com](http://www.thetravellertv.com)

[www.viharityv.com](http://www.viharityv.com)

Thanking you,

Yours Truly,

For Tripadaya Innovation and Media (P) Ltd

Director Marketing

Vijay Kumar

+919866842626 +914066842626

## REACH OF DIGITAL TV AND THE TRAVELLER BOOKS

**E Books on site , Digital- Books for Whats App and Mailers :** Destination wise digital promotion of our Book that will be useful for travellers and will be shared across to thousands of travel goers through Whats app and Mailers. E book will be available on our Website.

Viewers: 25,000+

**Digital TV :** we will post about your ad on our Web TV very good traffic and a domain authority and place your advertisement / Banner before the required destination and promote it across. Viewers: 20,000+

**E - Mailers:** Mails will be mailed to 10K customers twice monthly; as our Subject Header will contain Vihari TV show and The traveller TV this will prompt many users to Look and read it.

E Mailers Readers or Viewers 20000+

**SMS Campaign:** Will have destination specific links with your Add/Banner sent in SMS with short URL's and these destination will be selected season wise prompting more views for our travel channel/ Ebooks with your advertisement along with us.

### FREE DISTRIBUTION:

**Corporate Companies:** This book will be distributed freely in corporate companies STAR MAA TV, Union Bank, Microsoft ... Books: 1,500+ Readers or Viewers 5000+

**Govt of India & State:** We give the Books to Govt of India and State tourism sponsors, who in turn distribute the books to their employees, Libraries or Visitors. Books: 1000+ Readers or Viewers 25000+

**Travel Verticals:** Major Travel agents, Tourism Ministries, Travels, Hotels and Restaurants... (Readers: 5,000+) Hotels Books: 2,000+ Readers or Viewers 15000+

**Sponsors of the Book:** All our sponsors 24 Companies will be given 100 Copies each Books: 2400+ Readers or Viewers 10000+

**Travel Trade Fairs:** Distribute Copies in SATTE DELHI, WTM LONDON, ITB SINGAPORE, OTM MUMBAI, TTF, IITM and TANA in America few Airports and Lounges: Books: 1,500+ Readers

**Launch:** During the launch we distribute Copies across the Invitees and Media, our previous launches were at TAJ Hyderabad and TAJ Vijayawada with a great fanfare. Books: 300+

**BULK SALES ON COST:** Through Pharmacy Companies... Automobiles through dealers... Shopping outlets, Chit funds, Clubs...Cycle rally, Marathons, Events...Books: 1500+

**PROMOTION AND SALES Book Stores:** Cross Word, Higginbothams, Walden, Airports, NCB...

**Kiosk :**in Exhibitions, Malls, Airports and Major Railway Stations (AP and Telangana)

**OnlineSales:** Flip Kart, Amazon, Vihari

Books: 300+

**PROMOTION STRATEGY FOR YOUR COMPANY AND RATE CARD**

**New Media Marketing**

<b>Campaigns</b>	<b>Reach</b>	<b>Particulars</b>	<b>Price</b>
<b>Digital TV - Mobile App</b>	Travel content is available 24/7 on thetravellertv.com and Vihari.tv Mobile App , E-mailers. Views : 25K+	Your ads are played before a destination video for 1 Month or a Banner Display	Rs 10,000
<b>Promotional Ad</b>	6Sec , Into the video as an promotional advertisement  <b>Impressions-Views : 50K-30K</b>	Your ads are played before the destination on our Youtube Channel	Rs 12,000
<b>Feature on Youtube</b>	Placing your Hotel as a feature of the week during the programme, unlike an advertisement on Youtube  <b>Impressions-Views : 50K-30K</b>	This feature will remain for as much long time as the video is on the Channel. We can expect lifetime views of 1Lacs+	Rs 35,000 2 to 3 Minutes
<b>Combo</b>			45,000

**Digital and Conventional**

<b>E Books , Digital-Books for Whats App and Mailers and Hard Copy Books</b>	English / Telugu More than 20K Copies Lifetime Shelf Views: 1 Lac+	Not more than 2 Ads in same line of Business	Rs 55,000 Full Page ad
<b>Events - BTL</b>	Traveller BE safe event , Free distribution of Books and Walk for safe tours in Hyderabad and Vijayawada in September  Views : 2Lacs+	Free Book will have your ad worth 50K . Walk for safe tours in Hyderabad and Vijayawada in September	Rs.1,00,000
<b>TV Channels in AP and TS</b>	Advertisement during Vihari The traveller Sunday Morning	Telecast of your advertisement 6,000/ 10Sec	Rs 15,000 /30sec

**Book:** Physical Dimensions: 21.6 cm X 14.1 cm with Bleed and 21.3 cm X 13.9 cm Normal (Cut Size) 2 Editions February India English / International Telugu September: Traveller BE safe Book and Events . **Ad film** HD format .mov for TV Ad and **MP4** for Online ad. Art work for Digital Media as per the promotional plan.