

# tica | marketing menu

## Social Media Post

€175,-

Reach: ± 56.000 followers in total

- + Post on Instagram, LinkedIn and Facebook
- + Post consists of: photo, text and reference to exhibitor page
- + Final editing by TICA - check for factual inaccuracies exhibitor

## Instagram Reel

€225,-

Reach: ± 44.000 volgers op Instagram

- + Reel on Instagram
- + Final editing by TICA - check for factual inaccuracies exhibitor

## Narrowcasting (TICA Aalsmeer & TICA Venlo)

€225,-

Reach: monthly average of 5,000 TICA members per location

- + Slide on screens in cash & carry's for one calendar month
- + Deliver image 1920 x 1080 px
- + Image (shot in cash & carry) can be provided by TICA at an additional cost of €75,-

## Dedicated blogpost on tica.nl

€350,-

Reach: ± 15.000 unique web visitors per week

- + News item on tica.nl based on input by exhibitor
- + A call to action to the exhibitor page and stand in the cash & carry
- + Final editing (photo and text in consultation) by TICA - check for factual inaccuracies exhibitor
- + Boosted via the social channels (Instagram, Facebook, LinkedIn)
- + Also possible as part of a blog post for €175,-

## Blogpost on tica.nl including a video

€500,-

Reach: ± 15.000 unique web visitors per week

- + News item on tica.nl based on input by exhibitor (text + images + video) by exhibitor
- + Ambience video provided by exhibitor
- + A call to action to the exhibitor page and stand in the cash & carry
- + Final editing (photo and text in consultation) by TICA - check for factual inaccuracies exhibitor
- + Boosted via the social channels (Instagram, Facebook, LinkedIn)

## Nieuwsbrief special

Price on request

Reach: 75.000 active TICA-members

- + EXCLUSIVE! Only 12 spots available for 2024
- + A dedicated mailing dedicated to your brand, product or message
- + News item on tica.nl based on the above input (incl. images)
- + A call to action to the exhibitor page and stand in the cash & carry
- + Final editing by TICA - check for factual inaccuracies exhibitor
- + Boosted via the social channels (Instagram, Facebook, LinkedIn)

For questions or to purchase a marketing package contact  
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