

Guidelines how to correctly provide information:

Offers_packages_template.XLS

TITLE
(LV,EN,RU,DE)

PHOTO
420 x 200 pix

Price from: XX,-
Currency

LOGO of the company / tourism agency that sell (realizes) the offer/ service.

SHORT DESCRIPTION
recommended **aprox 350-550 characters!!!**

Validity: (optional) should be provided if the price or offer is available for a limited time period

CONTACT info,
where the offer can be bought

DETAILED DESCRIPTION about the offer or the offer/service provider
Not more than 3'000 characters.

It is possible to embed video (e.g. from YouTube etc).

Photo gallery

GEO coordinates (positioning on maps.google.com)

The screenshot shows a website page for 'Medical Travel Riga' with various callouts pointing to specific elements:

- Callout 1:** Points to the title 'Holivudas smaida piedāvājums'.
- Callout 2:** Points to the photo of a woman being examined by a doctor.
- Callout 3:** Points to the price 'Cena no: 1500 LVL'.
- Callout 4:** Points to the company logo 'Medical Travel Riga.com'.
- Callout 5:** Points to the short description text.
- Callout 6:** Points to the 'KONTAKTI' section.
- Callout 7:** Points to the detailed description text.
- Callout 8:** Points to the 'PLAY' button for a video.
- Callout 9:** Points to the photo gallery section.
- Callout 10:** Points to the map section.

The website page includes a header with navigation links, a main content area with a photo and text, and a sidebar with additional information and a calendar.

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z_Example_Offer_Form_EN_LIVERIGA.xls

100% | Verdana | 10 | B I U

1	2	AD kind	TITLE				SHORT DESCRIPTION				Price from, currency	Valid		CONTACT Info where the Offer can be bought							Photo file name	DETAILED INFORMATION ABOUT THE OFFER OR THE SERVICE PROVIDER				VIDEO (EMBEDDED) YES / NO	PHOTO GALLERY YES / NO
			LV	RU	EN	DE	LV	RU	EN	DE		from	till	Company name	Address	GEO:La	GEO:Lo	contact_TEL	contact_e-mail	www		LV	RU	EN	DE		
3	1	Please select the Advertisement kind from the Pricelist, e.g. "G"	Title of the offer in LV	Title of the offer in Russian	Title..in english	Title .. German	Short description about the offer to provide the most necessary info for the potential customer - what is offered etc	..in russian	..in english..	..in german..	EUR 450,-	2010-12-24	2011-01-15	Ze Company Ltd.	Street and No, City, Country	If known - please provide the latitude coordinate of the Company location	If known - please provide the longitude coordinate of the Company location	Please provide telephone number with country and city code	contact e-mail address	Home page of the company or link to more detailed information about the offer	Each offer has to be illustrated with at least one photograph. Please provide the file name of the photo, if you send more than one photo	More detailed description of the offer or Company, to provide all needed information to the potential customer	..in russian	..in english..	..in german..	If "Yes" please copy the HTML code for embedding	If yes, please provide the count and title of photos
4	2	C	Offer No 2			Each Offer has to be written in one row. The text will be formatted during insertion process				LVL 3'650,48																	
5	3	A	Offer No 3																								
6																											
7																											
8																											

offers | Ready | Sum=0 | SCRL | CAPS | NUM