



Boost your business success with

# OTAYO.COM

The largest event promoting network on the island



**Otayo**



(230) 466 99 99



info@otayo.com

www.otayo.com



# OTAYO

## A SUCCESS STORY

Founded in 2004, Otayo celebrates 13 successful years in Mauritius, catering for over 1000 events.

Otayo has quickly become the exclusive reference point for culture in Mauritius, where one is sure to find all the best events on the island.

### **Otayo is the first and largest cultural online platform in Mauritius**

- Dominates the event promotion market
- Over a decade of marketing and promotion experience
- Promotes the largest events held on the island
  - Sold over a million tickets
  - Frequently featured in mass media
  - Reaches over 400 000 locals
- 11 points of sale throughout the island



# WHY ADVERTISE ON OTAYO?

## MAXIMUM EXPOSURE

Otayo has many thousands of visitors on the Otayo.com website every month whilst also enjoying a huge crowd of loyal repeating customers.

## DRIVE SALES

Otayo is home to an audience base with a high purchasing power. You are sure to drive sales of your business by promoting your brand to an audience of well-educated, cultured, VIP and expatriate personas.

## LEADING BRAND

The Otayo brand has a longstanding (13 years) audience base and is popularly known throughout the island as a reliable brand.

## SUPPORT LOCAL CULTURE

Be part of Otayo and its ongoing efforts for promoting local artists and the Mauritian culture.

## PAY LESS

Otayo offers the best banner advertising package when considering value for money; all for you to get the maximum value and range of benefits while paying less.

## INCREASE BUSINESS SUCCESS

With maximum exposure, quality leads and a thriving brand image, any business is bound to increased success via Otayo.com.





BENEFITS OF  
**BANNER**  
ADVERTISING ON  
**OTAYO**

### **BEST VALUE FOR MONEY**

Most efficient mode of advertising by reaching thousands of people while cutting down on advertising costs. Better value in comparison to other channels such as newspapers, radio and others.

### **POWERFUL ADVERTISING TOOL**

Banners are a proactive way of communicating a message, product or brand by creating exposure with many thousands of people. Banner ads give the freedom of advertising using either text, static images, animations or videos.

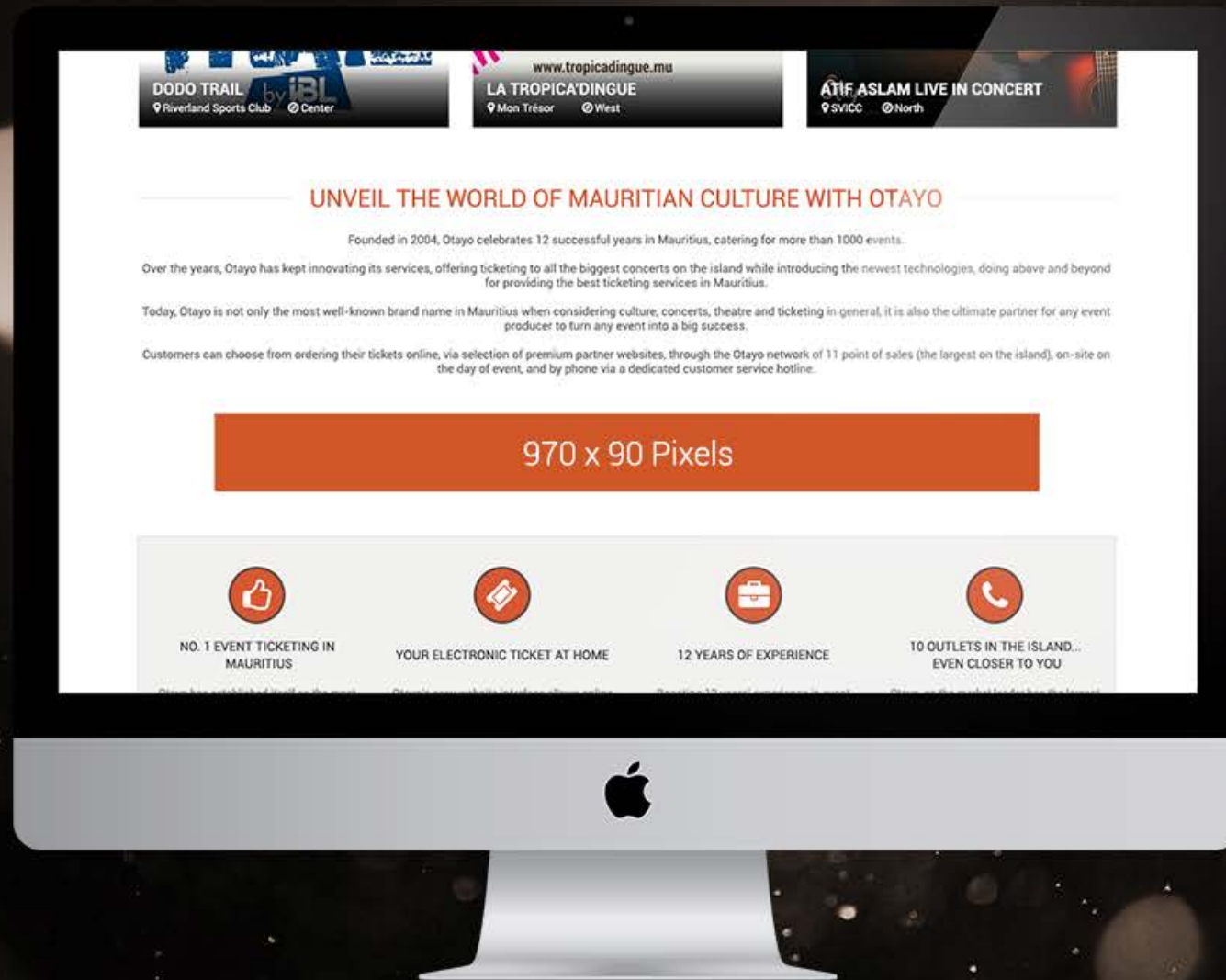
### **FLEXIBLE PRICING**

A number of banner options and advertising packages are available on Otayo, for you to benefit from maximum flexibility in choosing the ideal banner adverts that suits any budget.

### **GREAT RETURN ON INVESTMENT**

Otayo offers the best ratio in Mauritius on your advertising; while referring to the number of people seeing the advert per each Rupee paid. So you are sure to benefit from maximum returns on your advertising.

# HOME PAGE





# CATEGORY PAGE

160 x  
600  
pixels



### Bharati 2

After the amazing success of "Bharati: Once Upon a Time in India", which whisked away more than 2.5 million people across the world, the most awaited Bollywood...

Saturday Jul 1st 2017

20H00

SVCC

REGION: WEST

as from **Rs 600**

MORE DETAILS



### La Tropica'Dingue

Combining features of trail running and multisport racing, the Tropica'Dingue at Mon Tresor is THE wackiest and most fun-packed of all sporting challenges to have hit...

Friday Oct 30th 2017 - Sunday Nov 2nd 2017

20H00

Mahatma Gandhi Institute & Theatre Serge Constantin

REGION: SOUTH EAST

as from **Rs 250**

MORE DETAILS



### Pink Floyd: The Mauritian Tribute

of Mauritius

REGION: SOUTH EAST

as from **Rs 250**

MORE DETAILS



### Pink Floyd: The Mauritian Tribute

Ce projet musical vise à rendre hommage, dans un esprit le plus fidèle possible, à un groupe emblématique et intemporel, Pink Floyd. Emblématique car c'est le groupe...

Saturday Jul 1st 2017

8H00

Casela World of Adventures - Cascaville

REGION: WEST

as from **Rs 600**

MORE DETAILS

728 x 90 Pixels



### Bharati 2

After the amazing success of "Bharati: Once Upon a Time in India", which whisked away more than 2.5 million people across the world, the most awaited Bollywood...

Saturday Jul 1st 2017

20H00

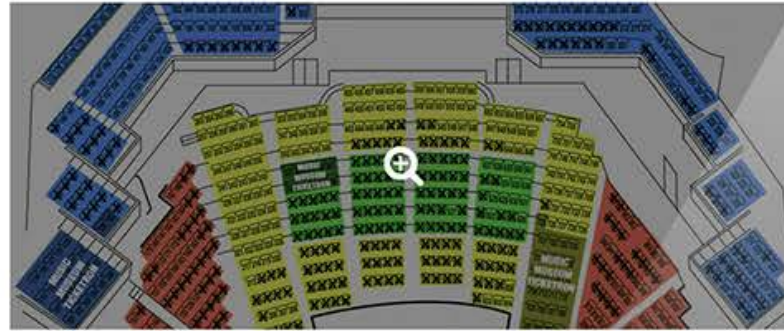
SVCC

# PRODUCT PAGE

PREMIERE	Rs 1800
SECONDE	Rs 1200
TROISIEME	Rs 900
QUATRIEME	Rs 600

250 x 250  
Pixels

Seating Arrangement - Damian 'Jr Gong' Marley



Find us on Facebook



970 x 90 Pixels



# CULTURE BLOG PAGE



## Kaz'Out Musik Festival goes Conscious

Otayo met à la disposition de ses clients un réseau de revendeurs agréés : Le Rézo Otayo. Au nombre de ...

Monday, 20 Feb 2017 2 Comments

Tags: Music | Cultural Events | Arts



## How Sega got its groove back

Otayo met à la disposition de ses clients un réseau de revendeurs agréés : Le Rézo Otayo. Au nombre de ...

Saturday Jul 1st 2017 2 Comments

Tags: Music | Cultural Events

250 x 250  
Pixels

Find us on Facebook



728 x 90 Pixels





# OTAYO BANNER PRICES

LOCATION	BANNER SIZE	EXPOSURE	PRICE PER MONTH	ANNUAL OFFER
<b>Home Page</b>				
Center Banner	970px X 90px	70,000 Views	Rs 8,000	Rs 80,000
<b>Main Event Listing Page</b>				
Center Banner	728px X 90px	110,000 Views	Rs 9,000	Rs 90,000
Side Banner	160px X 600px		Rs 11,000	Rs 110,000
<b>Event Page</b>				
Center Banner	970px X 90px	90,000 Views	Rs 9,000	Rs 70,000
Side Banner	250px X 250px		Rs 7,000	Rs 90,000
<b>Banner Platinum Package</b>				
Center Banner (Home Page, Event Page)	970px X 90px	160,000 Views	Rs 14,000	Rs 140,000
All website banners (5 banner package)	Various Sizes	360,000 Views	Rs 30,000	NA