

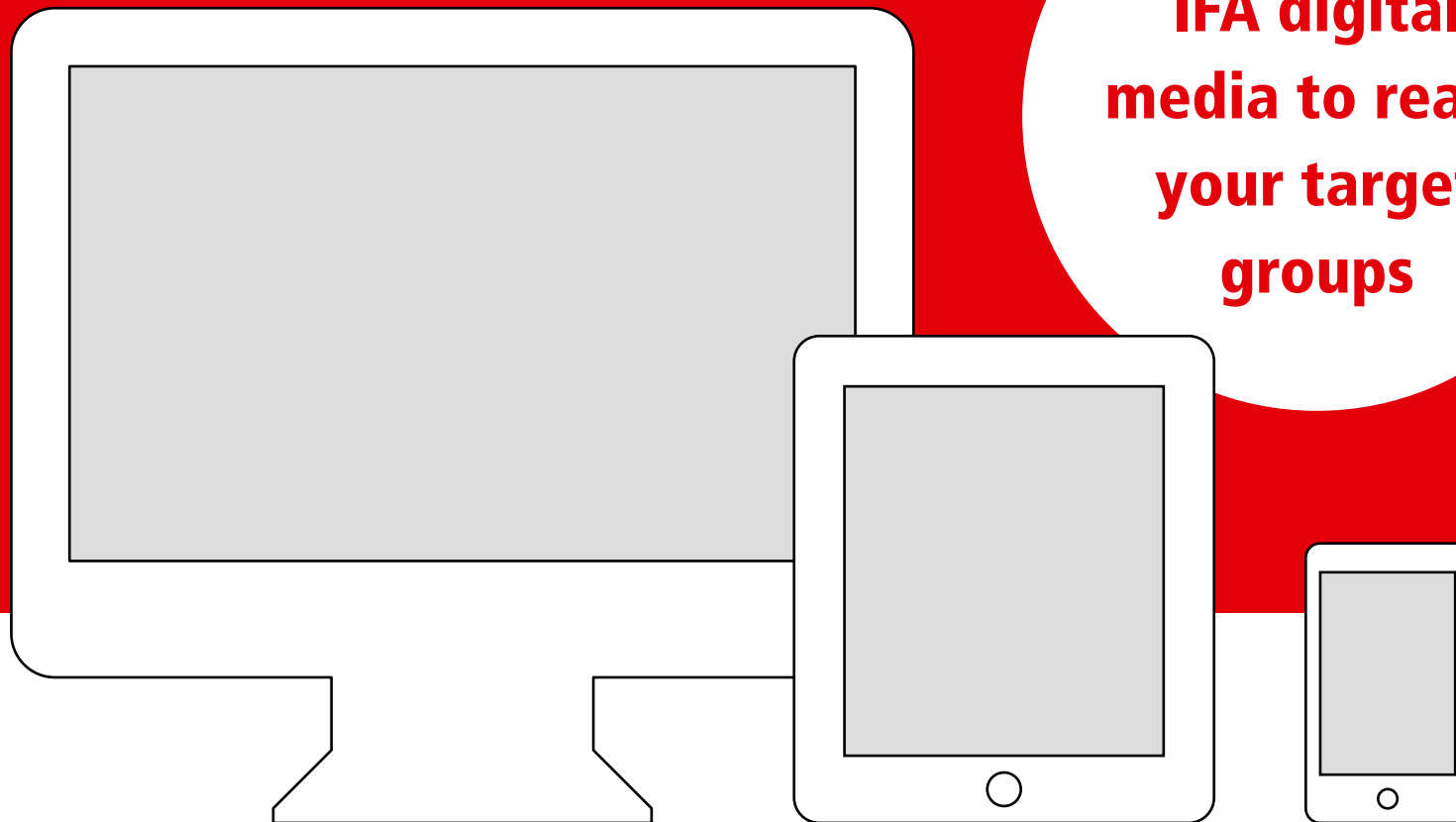
IFA Media Data

Online advertising on the Virtual Market Place®, the IFA websites and in the IFA newsletter

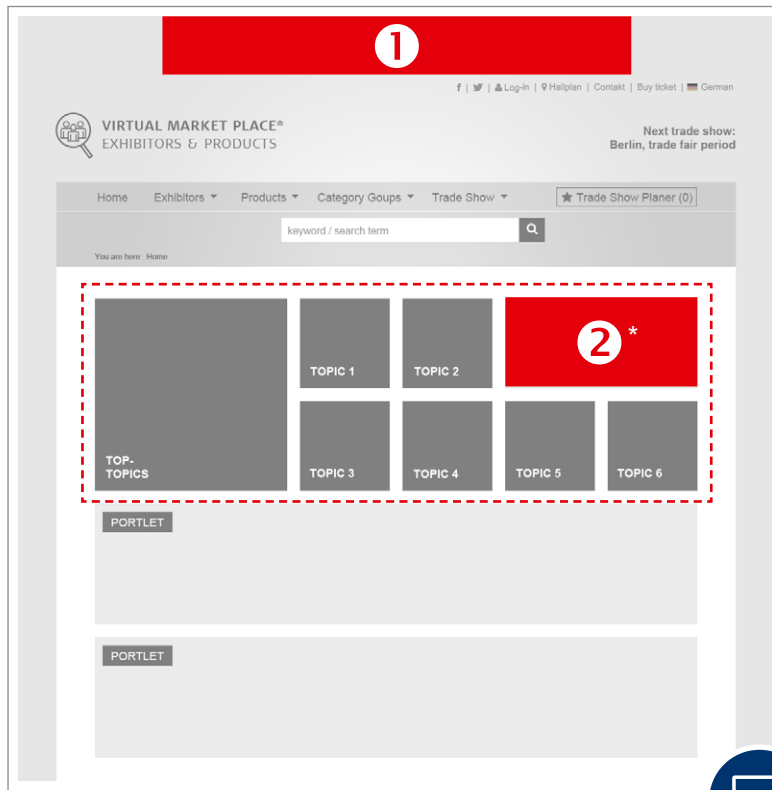


**Use the
IFA digital
media to reach
your target
groups**

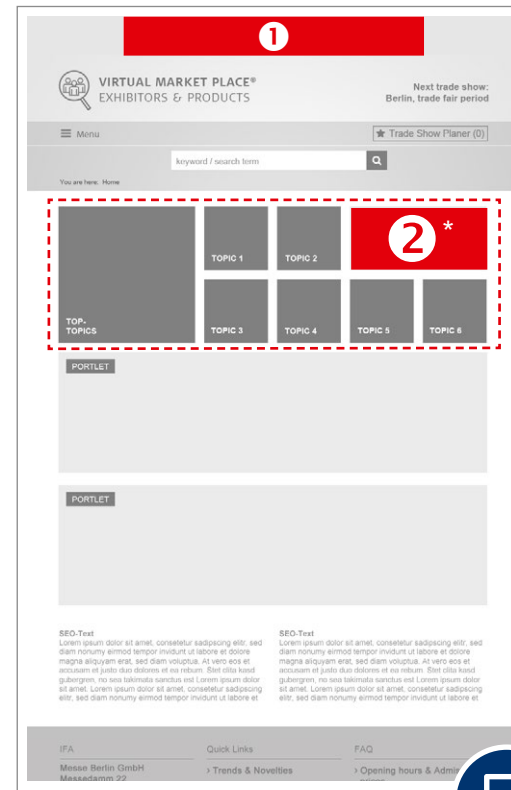
Valid: 07/01/2017 – 06/30/2018



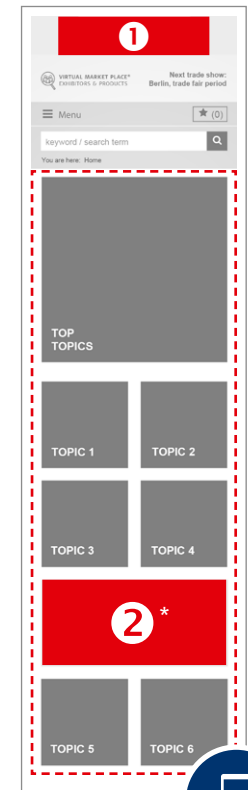
Banner formats on the start page



Desktop



Tablet



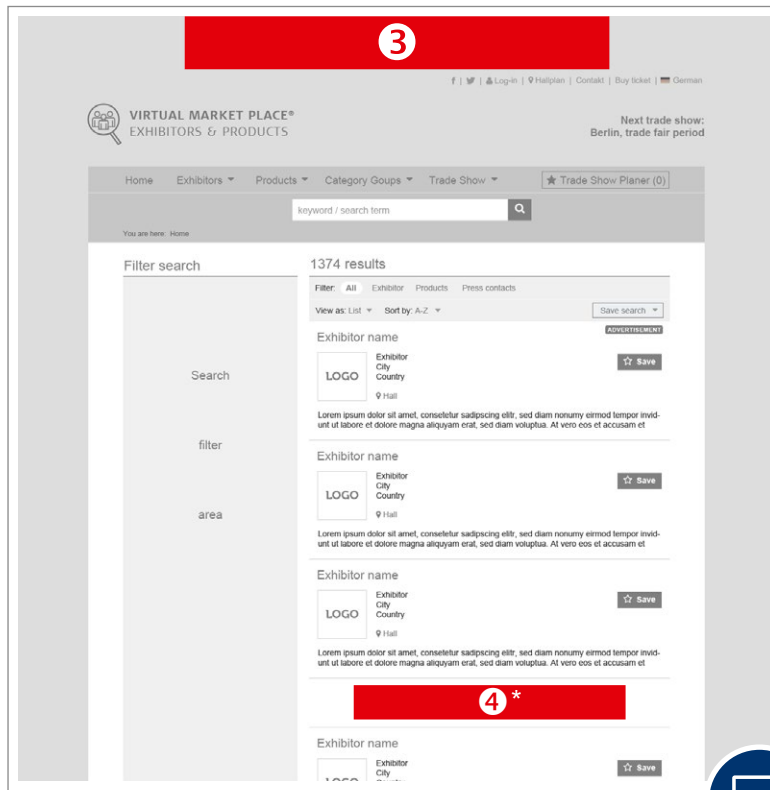
Smartphone

Position	Dimensions (px)	File size	File type	Price
1 Top Position	728 x 90 (Desktop) 468 x 60 (Tablet) 234 x 60 (Smartphone)	max. 40 kB max. 40 kB max. 15 kB	jpg, png or gif	4,800 €
2* Content Ad	300 x 140	max. 40 kB	jpg, png or gif	4,800 €

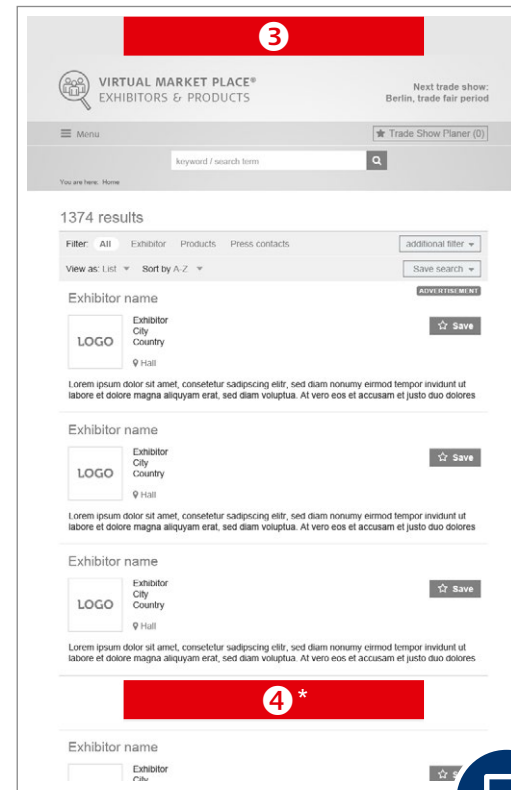
The ad sections rotate up to five customers per advertising space. Valid from 07/01/2017 – 06/30/2018.

* The banner position **2** (Content Ad) is located within the marked area. Messe Berlin reserves the right to change the exact position and size of the advertising space.

Banner formats on the search results page



Desktop



Tablet



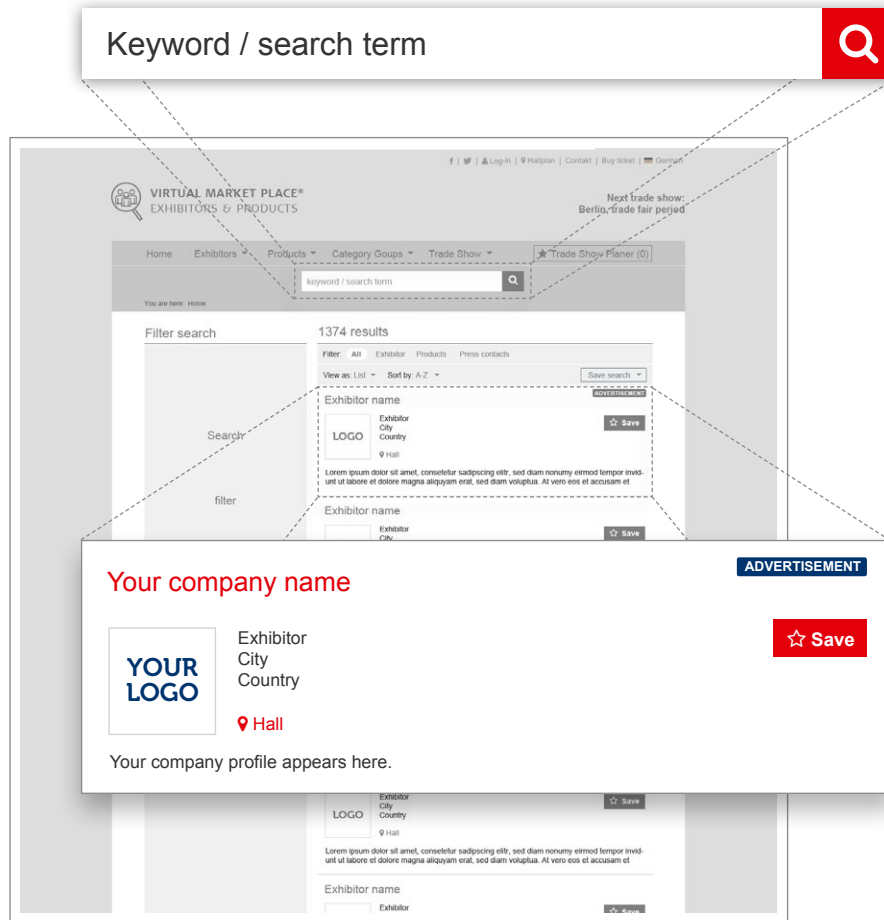
Smartphone

Position	Dimensions (px)	File size	File type	Price
3 Top Position	728 x 90 (Desktop) 468 x 60 (Tablet) 234 x 60 (Smartphone)	max. 40 kB max. 40 kB max. 15 kB	jpg, png or gif	4,000 €
4* Content Ad	468 x 60 (Desktop + Tablet) 234 x 60 (Smartphone)	max. 40 kB max. 15 kB	jpg, png or gif	3,000 €

The ad sections rotate up to five customers per advertising space. Valid from 07/01/2017 – 06/30/2018.

*Positioned after the third search result.

Use AdKeywords* to place your company at the top of the search results!



The screenshot shows the 'VIRTUAL MARKET PLACE* EXHIBITORS & PRODUCTS' search interface. A search bar at the top contains 'Keyword / search term'. Below it, search results are displayed, including a filter section and a list of exhibitors. An advertisement overlay is positioned over the top of the search results, featuring the text 'Your company name' in red, a 'Save' button, and fields for 'Exhibitor', 'City', 'Country', and 'Hall'. The overlay also includes a 'YOUR LOGO' placeholder and the text 'Your company profile appears here.'.

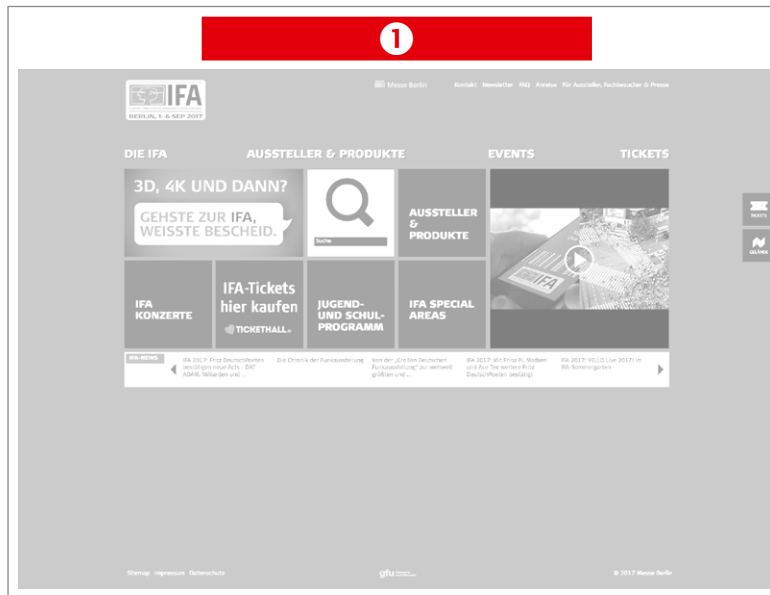
The majority of your potential customers use the search field to find products and services. By booking an AdKeyword you will make sure your company appears at the top of the search results for this keyword.

- ✓ Secure your top listing
- ✓ Guide more visitors to your online profile
- ✓ Be visible on all devices by ranking first in the search results
- ✓ Benefit from absolute **exclusivity**:
Each keyword is assigned only once for the price of 499 €

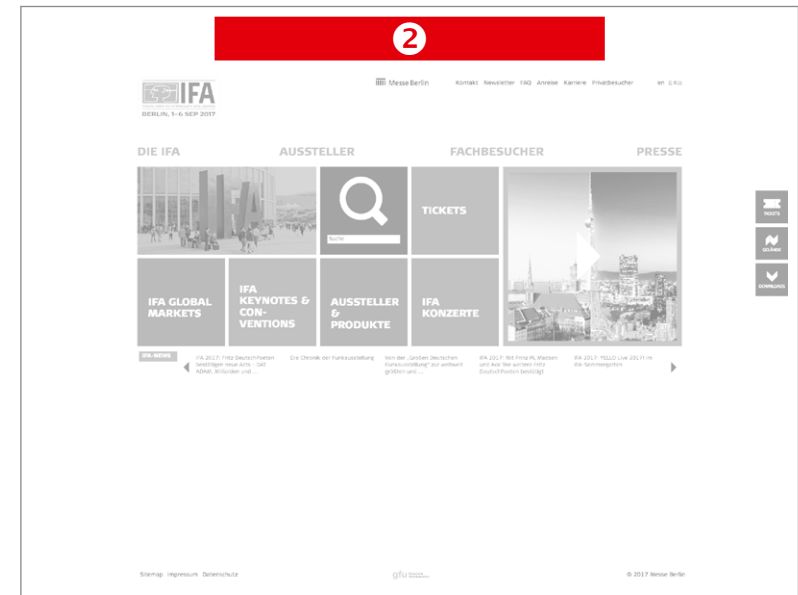
Contact us for a personal consultation and an individual offer!

* Keyword assigned to your company for top position ranking in the search results.

Top Position on the IFA websites



B2C.IFA-Berlin.de (B2C)



B2B.IFA-Berlin.com (B2B)

Position	Dimensions (px)	File size	File type
Top Position	728 x 90 (Desktop)	max. 40 kB	jpg, png or gif
	468 x 60 (Tablet)	max. 40 kB	
	234 x 60 (Smartphone)	max. 15 kB	

Phase	1 Top Position	+	2 Top Position	=	Sum	Discounted package price	Savings
Phase 1*	1,900€ / Week		1,900€ / Week		3,800€ / Week	3,200€ / Week	600€
Phase 2**	2,850€ / Week		2,850€ / Week		5,700€ / Week	4,900€ / Week	800€

The ad sections rotate up to five customers per one advertising space. Valid from 08/01/2017 – 09/14/2017.

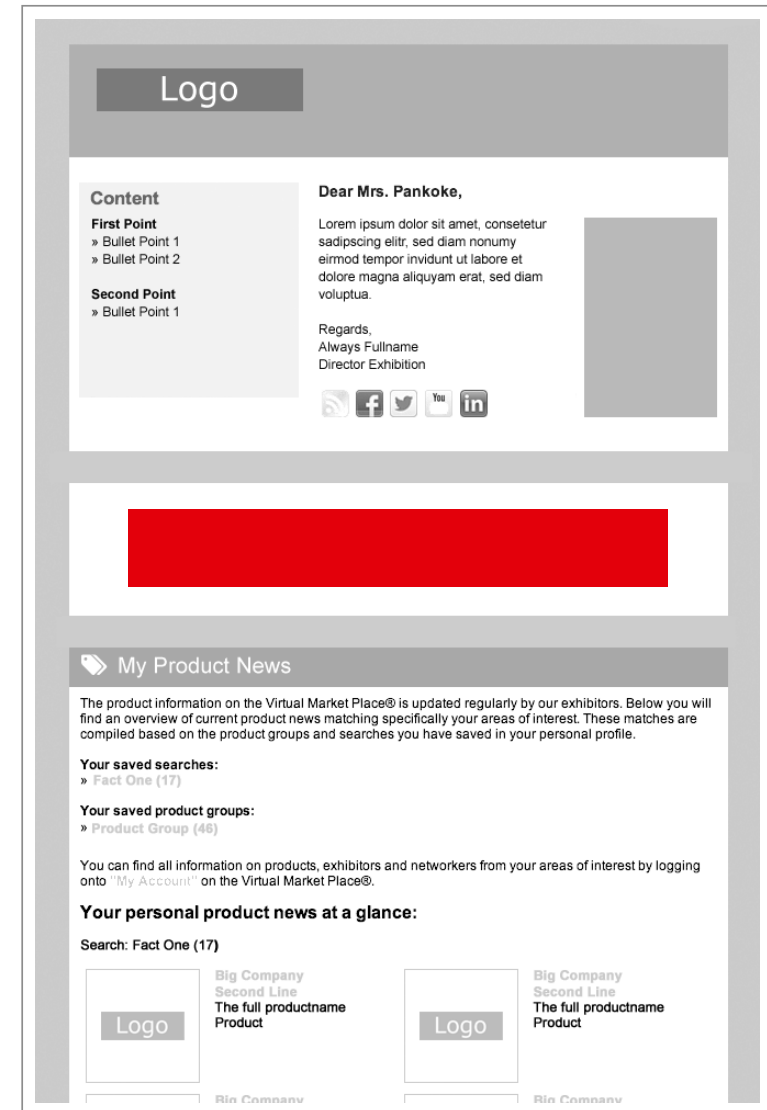
* Phase 1: 08/01/2017 – 08/27/2017

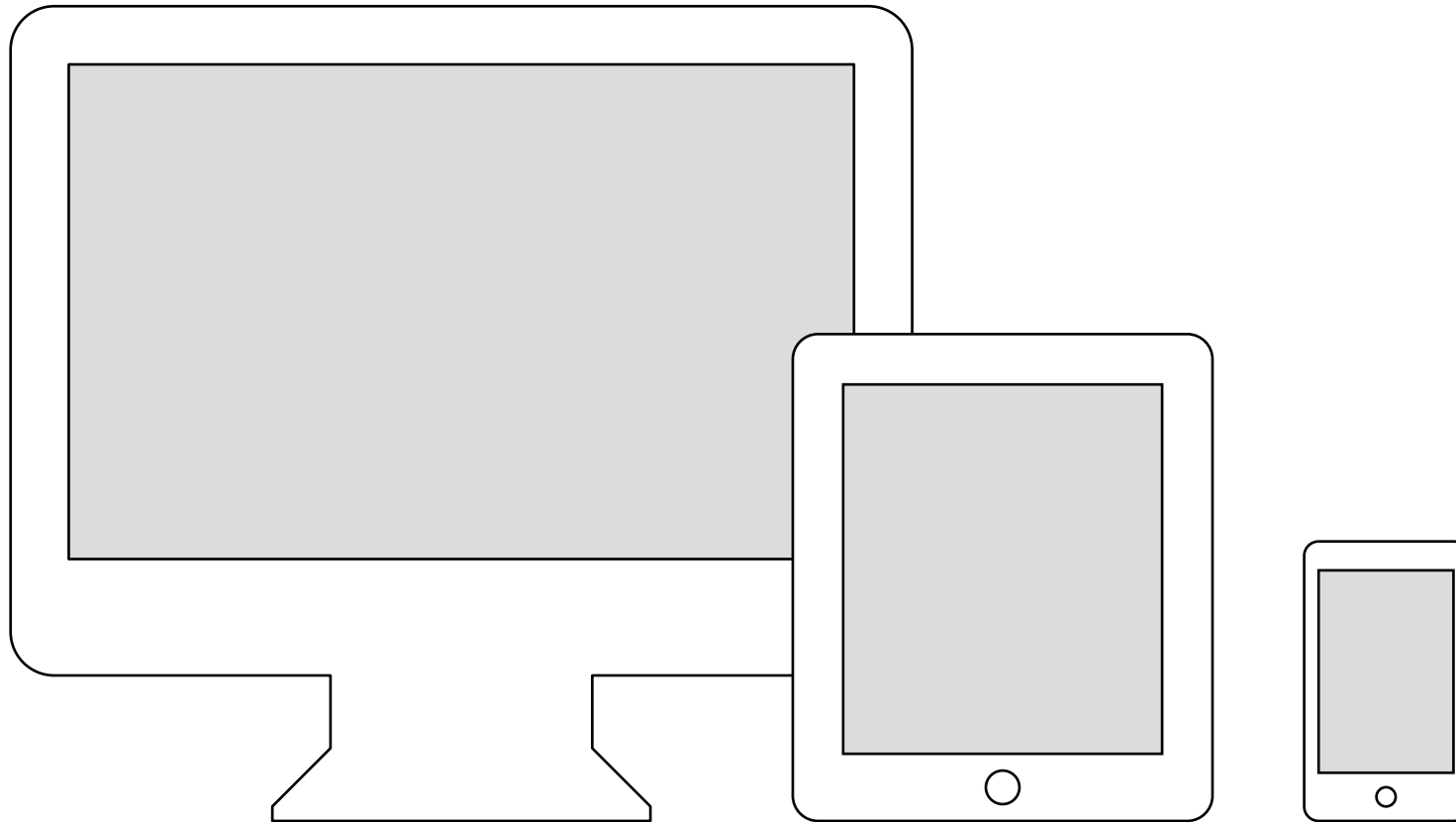
** Phase 2: 08/28/2017 – 09/14/2017

IFA Newsletter

- ✓ Regularly sent to approx. 32,000 subscribers
- ✓ Personalized newsletter: Subscribers choose their product groups of interest and receive corresponding product information
- ✓ Recipients are trade visitors as well as interested private visitors

	IFA Newsletter
Subscribers (GER + EN)	approx. 32,000
Price	1,100 €
Banner dimensions	580 x 60 px





Contact us!

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[Terms and conditions](#)