

# Advertising Rates



**Your entries in the official trade  
fair media!**

**Your individual way to success!**

**#IFA2018**

## Important Information



## Attention: prepayment required!

Dear Customer,

Every visitor to the IFA 2018 in Berlin will come across the official media (catalogue, hall plan, Mobile Application, Virtual Market Place®). As an exhibitor you address the visitors actively in these media. By an effective placement of your company and by means of specific trade and advertising information, the visitor is informed about your market position, your range of offers and your targets. Business contacts are thus established more easily! These are all good reasons to be present in the official trade fair media.

Please use the enclosed order forms to place your entry and advertisement orders. After receipt of your order we will process it as fast as possible and will send you the contents ordered by mail in the form of a galley proof for release.

The publication of entries and advertisements requires an advance payment. A few days after receipt of the galley proof you will be sent the appertaining invoice / acknowledgement of order with binding terms of payment. Please ensure that the payment is carried out in due time as otherwise your order cannot be processed further. Please consider that we have to charge € 50.- for any invoice changings.

Of course, we rest at your disposal for any queries you may have.



## 7 IFA App

With over 370.000 page impressions the IFA App offers an ideal advertising space. Therefore, several possibilities are available:

Order form F



### Logo Upgrade

Placement of your logo on the hall plan in the IFA App

INFO: The actual size of the logo depends on the size of the booth shown on the map.

The Logo Upgrade is just bookable in combination with the logo in the alphabetical list of exhibitors or with the IFA-Special.

€ 200.–



### IFA New Highlights

Highlight Image and a short text with title.

Format: \*.png or \*.jpg, 72 dpi, rgb, 1656 x 1656 px

€ 399.–



### IFA New Highlights and Innovations Special

IFA Innovations placement in the official catalogue and IFA New Highlights placement in the official app.

€ 500.–



### Top of the List IFA New Highlights

When opening the chapter „Highlights“, two entries are guaranteed prominently visible – get one of the two sought-after positions.

Only bookable in combination with the IFA New Highlights und Innovations Special.

€ 600.–



### Push Notifications

Info/Message/Text according to prior agreement

€ 799.–



## 7 IFA App

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### Image Banner

Format: \*.png or \*.jpg, 72 dpi, rgb, 1656 x 1656 px

€ 999.–



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### Video Banner

Format: MPEG 4/H.264 (\*.mov or \*.mp4), max. 3 MB - 30 sec., 1536 x 1536 px

€ 1,999.–



### Homescreen Pop-Up

phone: 1656 x 2492 px, tablet: 2160 x 2304 px

€ 3,499.–