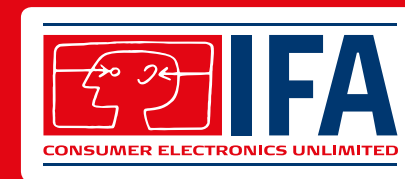


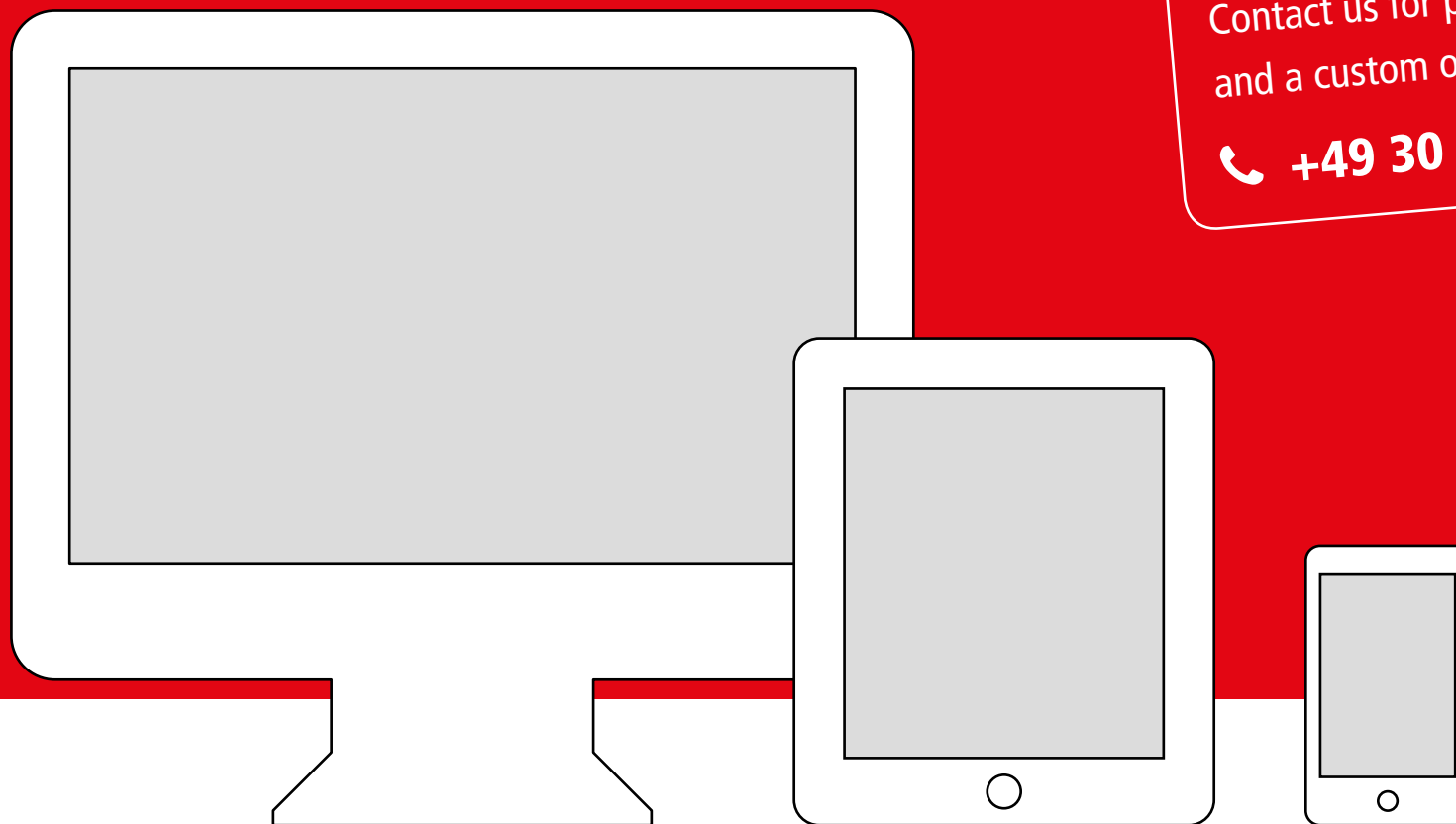
# Online advertising on the Virtual Market Place® and the IFA websites

Media Data



Contact us for personal consultation  
and a custom offer

☎ **+49 30 3038 2211**



Valid: 1 July 2018 – 30 June 2019

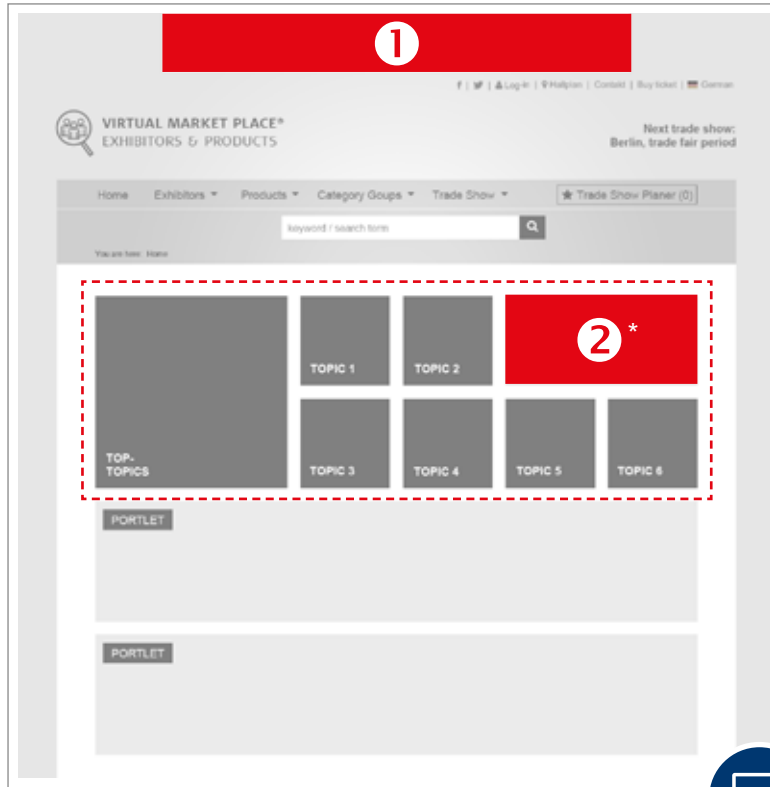
**Online Marketing Team**

✉ [onlinemarketing@virtualmarket.ifa-berlin.de](mailto:onlinemarketing@virtualmarket.ifa-berlin.de)

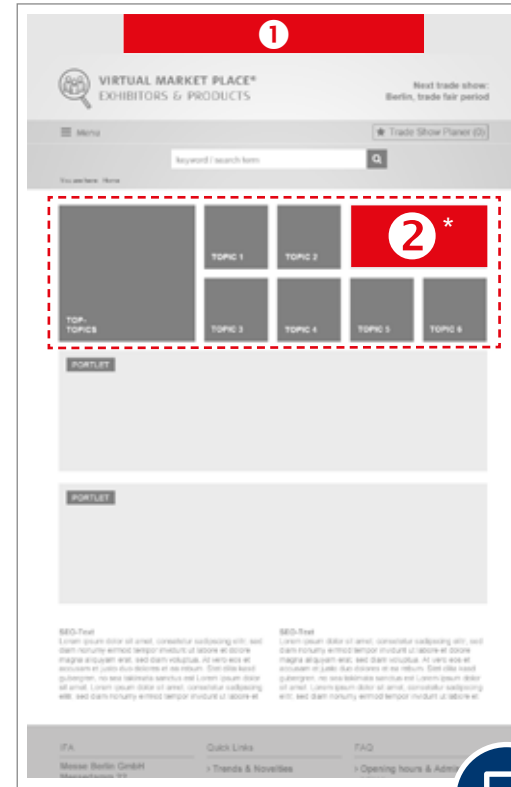
📄 [Terms and Conditions](#)

 **Messe Berlin**

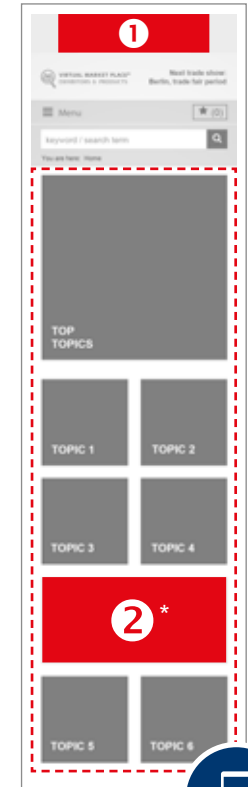
# Banner formats on the homepage



Desktop



Tablet



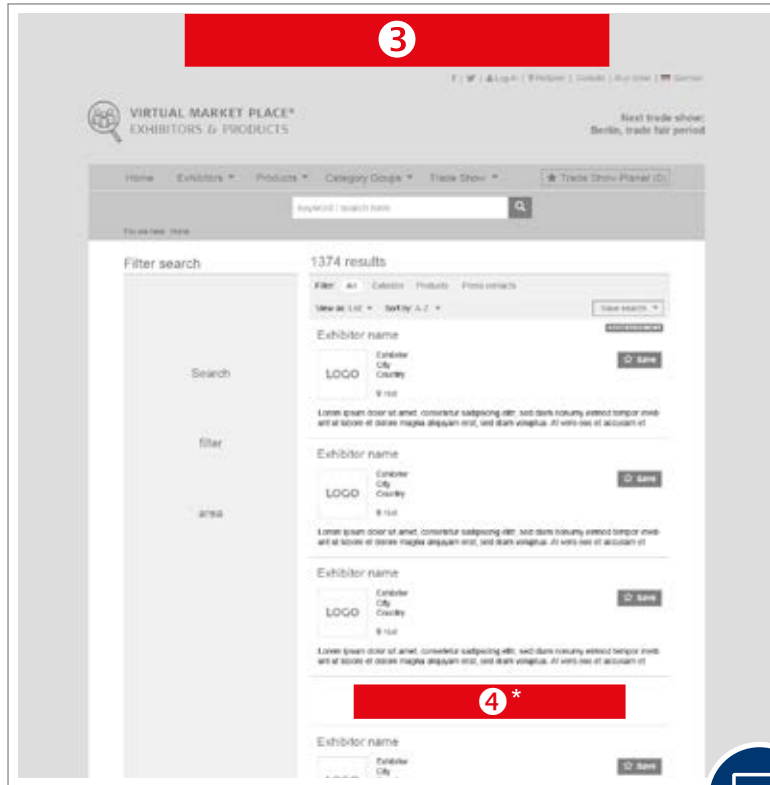
Smartphone

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

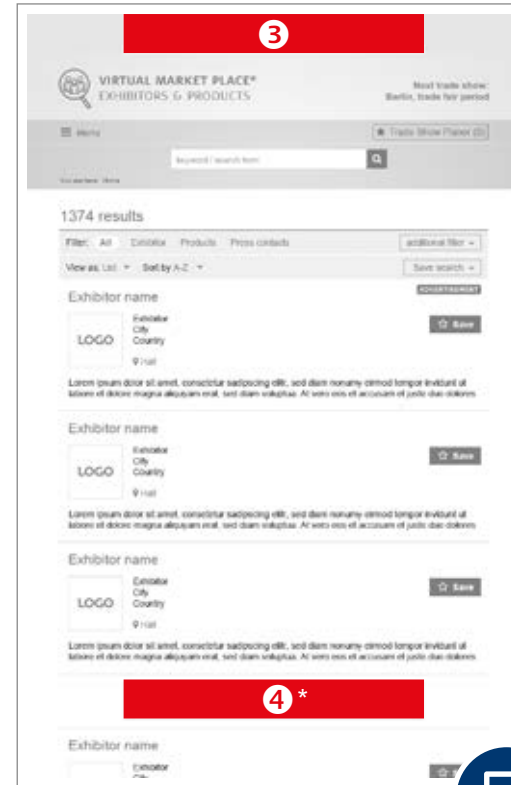
The ads rotate – up to five customers for each advertising space. Valid from 1 July 2018 – 30 June 2019.

\* The banner position **2** of the banners (content ad) are found within the marked areas. Messe Berlin reserves the right to make modifications regarding the exact position and size of this advertising space.

# Banner formats on the search results page



Desktop



Tablet



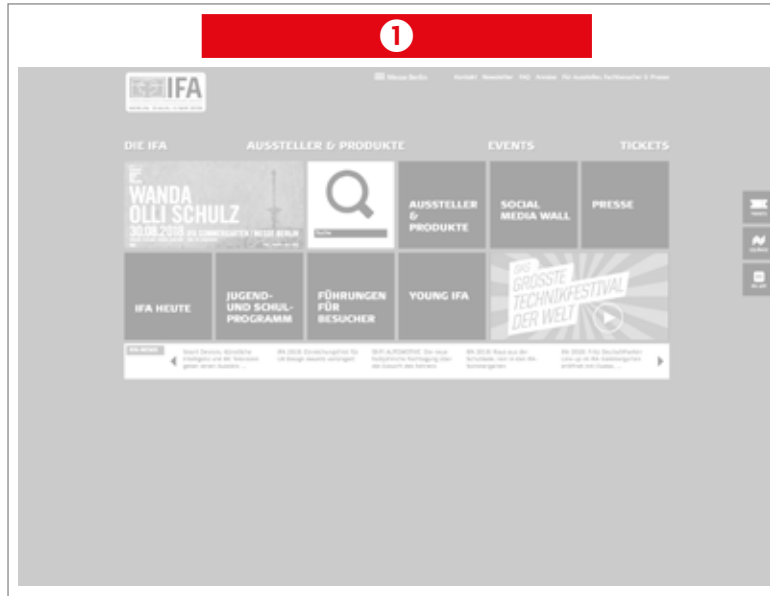
Smartphone

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

The ads rotate – up to five customers for each advertising space. Valid from 1 July 2018 – 30 June 2019.

\* Positioning after the 3rd search result.

# 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 | <b>3,200 € / Week</b>    | 600 €   |
| Phase 2** | 2,850 € / Week |   | 2,850 € / Week |   | 5,700 € / Week | <b>4,900 € / Week</b>    | 800 €   |

The ad sections rotate up to five customers per one advertising space. Valid from 08 / 01 / 2018 – 09 / 14 / 2018.

\* Phase 1: 01 Aug 2018 – 27 Aug 2018

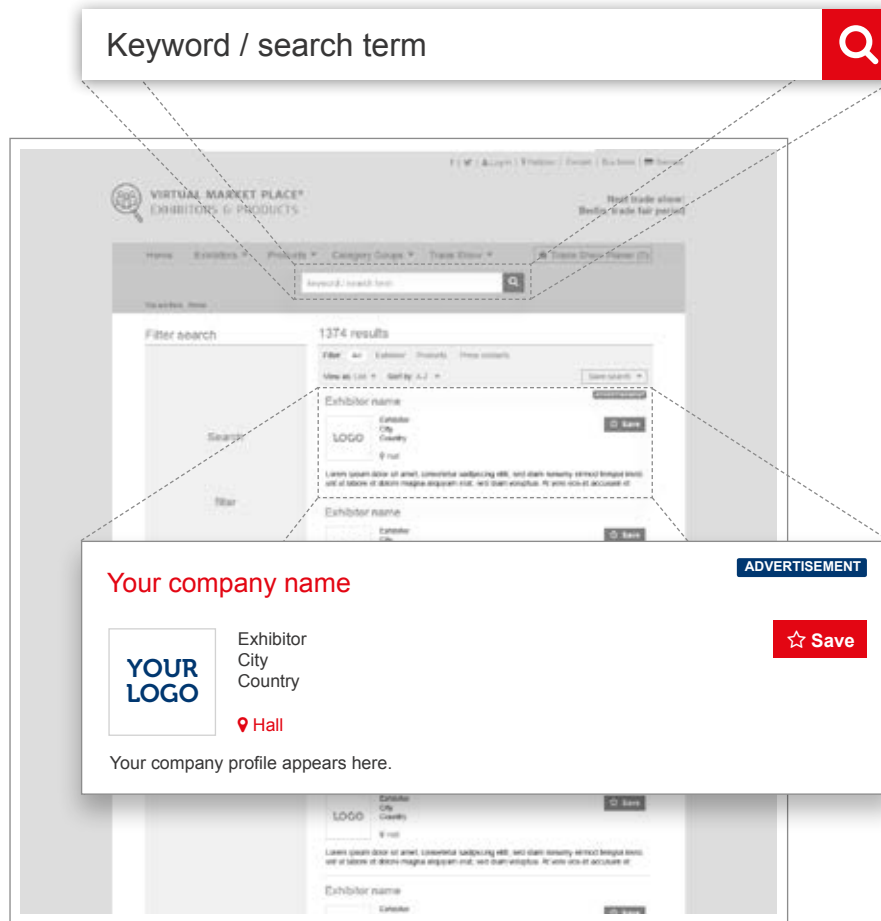
\*\* Phase 2: 28 Aug 2018 – 14 Sep 2018

# Top ranking in the search results with AdKeywords\* in the Virtual Market Place®

Online advertising on the  
Virtual Market Place® and the IFA websites

Media Data

The next IFA takes place: 31 Aug – 5 Sep 2018



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.