

Digital Advertising

Be the eye-catcher in your industry



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CONTACT

**Do you need help choosing
the most effective advertising formats?**

Get in touch with us.

We'll be happy to advise you!

advertisingservices

Telephone: +49 69 75 75-32 10

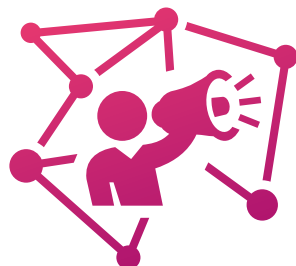
Fax: +49 69 75 75-9 29 96

E-Mail: service@online.messefrankfurt.com



Bring more visitors
at your trade fair stand?

➔ For example Page 6



Advertise your products
on all channels?

➔ For example Page 15



Want to be seen and found beyond your
stand?

➔ For example Page 12



Is your trade fair target
more measurable leads?

➔ For example Page 10

ADVANTAGES FOR YOU

Making brands visible!

A successful trade fair includes effective communication across all channels.

Increase awareness for your company and reach your target group directly with our effective advertising media – **on the exhibition grounds and digitally**: around the clock, **before, during and after the trade fair days!**

To help you reach your individual marketing goals, we present our most efficient advertising media in this catalogue.

➔ **Get in touch with us. We'll be happy to advise you!**

All products can also be booked online:
➔ www.serviceshop.messefrankfurt.com



"Messe Frankfurt is always pleasant and professional to work with. That applies both for communication, coordination and subject choice in advance of the trade fair, as well as to PR and highly organised workflows for arrival and construction logistics. We always felt well looked after and supported as exhibitors. It was clear that a dedicated team was focused on our concerns and needs."

Michael Nothelfer , Managing Director
caddon printing & imaging GmbH

ONLINE BANNER POSITIONS

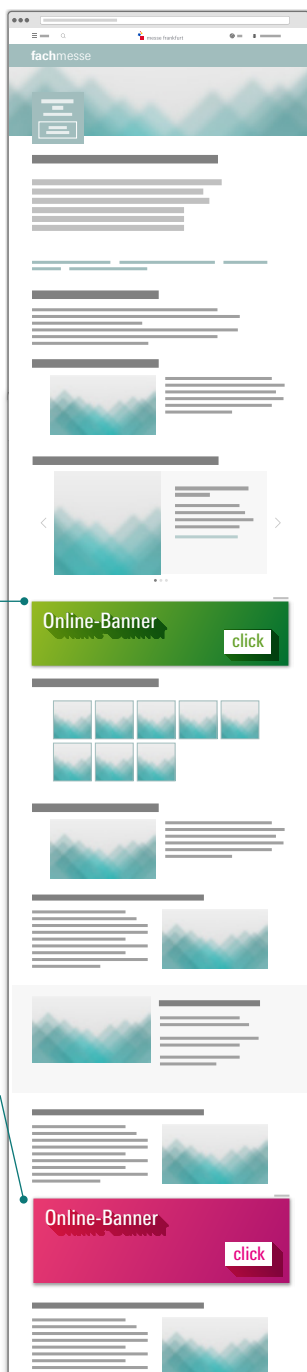
on the homepage and editorial pages

30 %

Placement of the first banner after roughly 1/3 of the page height

60 %

Placement of the first banner after roughly 2/3 of the page height

**BANNER FORMATS**

on the homepage and editorial pages

3:1 1.140 × 380 px

click

4:1 1.140 × 285 px

click

6:1 1.140 × 190 px

click

10:1 1.140 × 114 px

click

ONE BANNER, MANY LOCATIONS

You can also use 3:1 Banners as ticket banners and visitor newsletter banners. You can use the files repeatedly.

**RESPONSIVE DESIGN**

Your banners can also be viewed on mobile devices.

ONLINE BANNERS**In the heart of the digital action****Visible worldwide** for your target group?Be the talk of the town **before and during the trade fair?**On almost **every smartphone** on the exhibition grounds?

You can book **attention-grabbing** Online Banners with **low budgets**. You book a specific number of ad impressions (view contacts) and we bill you based on the **cost per thousand contacts (CPM)**.

This service is available for selected trade fairs.

ONLINE BANNERS ON THE HOMEPAGE AND EDITORIAL PAGES

PLACEMENT / BANNER NAME	CPM
Homepage at 30 % or 60 % of the page height	
3:1	€ 50
4:1	€ 45
6:1	€ 40
10:1	€ 35
Editorial Page at 30 % or 60 % of the page height	
3:1	€ 40
4:1	€ 30
6:1	€ 25
10:1	€ 20

File formats: **jpg / png** (statisch), **gif** (statisch / animiert)Max. file size **jeweils 250 kB**

Send us an English and if possible a German version of your banner. // Each banner contains one link. // Flash and HTML are not supported! // Includes reporting

[To the order form](#)
[SPECIFICATIONS](#)

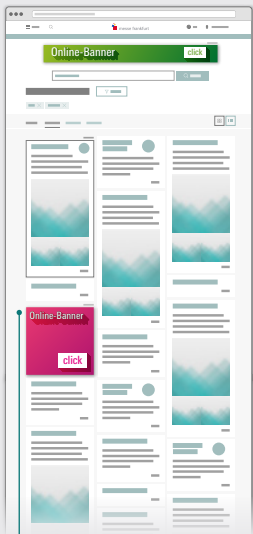
ONLINE-BANNER POSITIONS in the exhibitor search



GRID VIEW

The search results are shown as tiles in the standard view.

The 10:1 Billboard is displayed under the header.



AFTER THE 7TH ENTRY

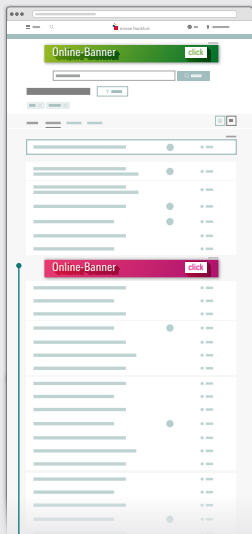
Either 1:1 or 1:2 Banners can be placed here



LIST VIEW

The search results can be shown as a list, as an alternative to the grid view.

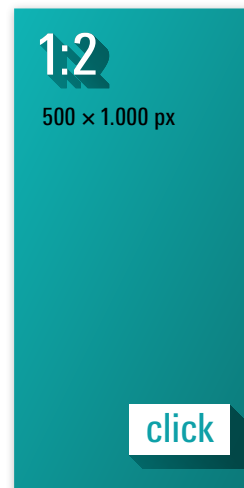
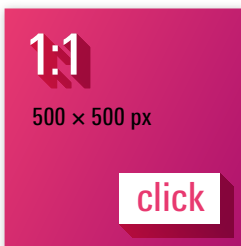
The 10:1 Billboard is displayed under the header.



AFTER THE 7TH ENTRY

The 10:1 Banner can be displayed here.

BANNERFORMATS in the exhibitor search



ALSO AVAILABLE AS COMBINED PACKAGES

Save money and book the 1:1 Banner or 1:2 Banner combined with a 10:1 Banner.



RESPONSIVE DESIGN

Your banners can also be viewed on mobile devices.

ONLINE BANNERS IN THE EXHIBITOR SEARCH

PLACEMENT/BANNER NAME	CPM
Exhibitor Search – under the header	
10:1 Billboard	€ 75
Exhibitor Search – Grid view	
1:1	€ 30
1:2	€ 40
Exhibitor Search – List view	
10:1 List View	€ 25
Exhibitor Search – Combination	
1:1 Grid View + 10:1 List View	€ 50
1:2 Grid View + 10:1 List View	€ 60

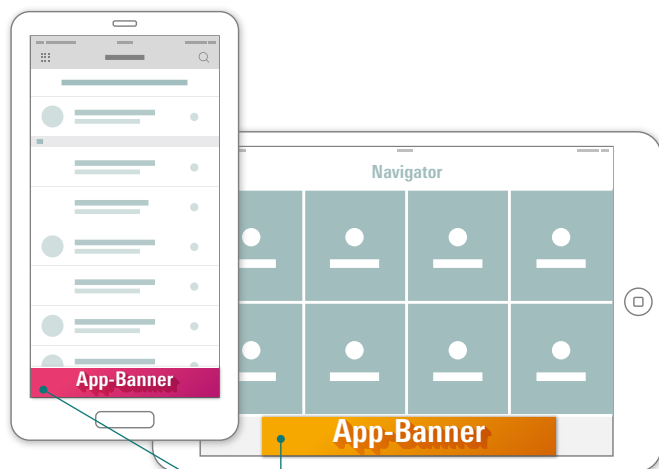
File formats: **jpg / png** (static), **gif** (static/animated)

Max. file size **250 kB each**

Send us an English and if possible a German version of your banner. // Each banner contains one link. // Flash and HTML are not supported! // Includes reporting

[To the order form](#)

[SPECIFICATIONS](#)



VARIOUS VERSIONS

Depending on the screen size and format, the appropriate version of your banner is displayed at the bottom of the screen



BY THE WAY:

You can also reach out to trade fair visitors based on their locations with the Navigator app. For more information, see

➔ [Page 12](#)

APP BANNER

The digital signpost to your stand

The Messe Frankfurt Navigator app is an indispensable aid for every visitor.



TOP
SELLER

APP-BANNER

PLACEMENT

PLACEMENT	CPM
Dashboard	€ 95
Exhibitor Search	€ 70
Site map	€ 60
Events	€ 60
Watch list	€ 60

VERSION

DIMENSIONS

Width x height

VERSION	DIMENSIONS
Medium a	600 x 100 px
Medium b	640 x 100 px
Medium c	720 x 100 px
Medium d	960 x 100 px
Medium e	1,280 x 200 px
Medium f	1,440 x 200 px

Please note that you must always deliver **all versions mentioned** so that your banner can be displayed correctly on various mobile devices.

File formats: **jpg / png** (static), **gif** (static/animated)

max. file size **250 kB each**

Send us an English and if possible a German version of your banner. // Each banner contains one link. //

Flash is not supported! // Includes reporting

➔ [To the order form](#)

🔗 [SPECIFICATIONS](#)



If you have already booked a 3:1 Banner, you can also place it here.

POSITION

The Visitor Newsletter Banner is located above the footer.



RESPONSIVE DESIGN

Your banners can also be viewed on mobile devices.

VISITOR NEWSLETTER BANNER

Good news from you

Attract attention **before the trade fair** with an exclusive Banner in the Visitor Newsletter – communicate directly with your target group without any scatter loss. The trade fair visitors newsletters **receive a lot of attention in your industry** due to their relevant editorial environment.

Only one banner is available per newsletter edition.
The visitors newsletter is sent to all subscribers.

You will receive information on the number and publication dates of the visitors newsletter in a personal consultation.

[➔ Contact](#)

VISITOR NEWSLETTER BANNER

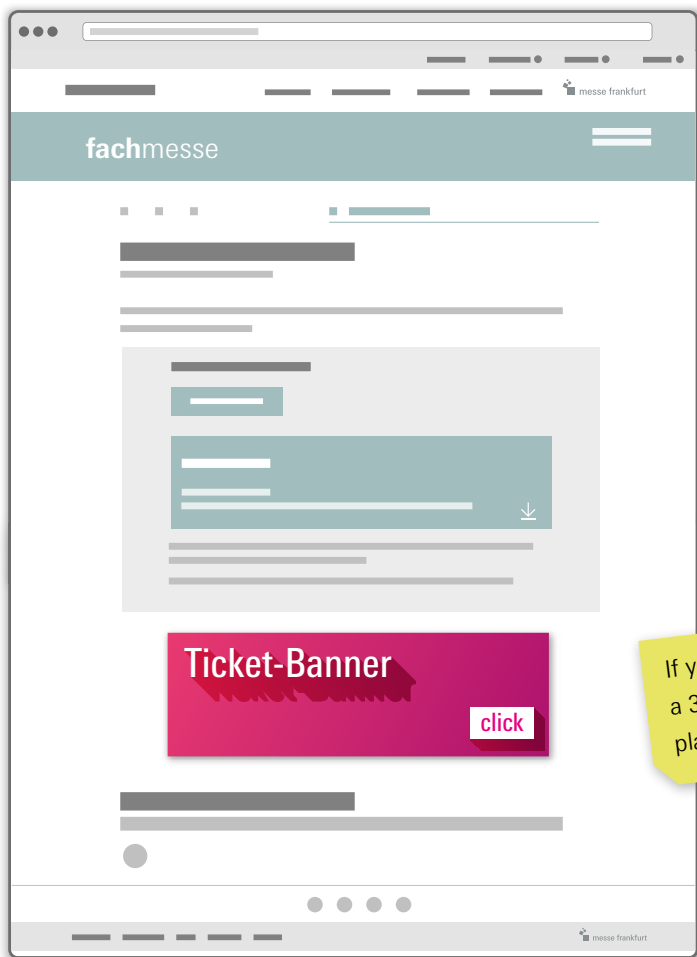
BANNER NAME	DIMENSIONS Width × height	FIXED PRICE
Visitor Newsletter Banner	1,140 × 380 px	€ 500

File formats: **jpg / png** (static)
max. file size **250 kB**

Send us an English and if possible a German version of your banner. // Each banner contains one link. // Ideally, you should provide two links to websites in German and English. // Once the newsletter has been sent, we cannot change your link. // Flash, gifs and HTML are not supported! // Includes reporting // Booking possible up to 2 weeks before sending the newsletter

[➔ To the order form](#)

[🔗 SPECIFICATIONS](#)



RESPONSIVE DESIGN

Your banners can also be viewed on mobile devices.

TICKET BANNER

Seen by all

The banner in the Online Ticket Shop is a **unique opportunity**: You are seen there by every visitor who buys an online ticket or redeems a voucher, right where they **download** the tickets. Very attractive and **limited** – **Only one Ticket Banner is available per trade fair**. Get the Ticket Banner before your competition does!

If you have already booked a 3:1 Banner, you can also place it here.

NEU

TICKET BANNER

BANNER NAME

DIMENSIONS

FIXED PRICE

Width × height

Ticket Banner

770 × 250 px

€ 2,500

File formats: **jpg / png** (static), **gif** (static/animated)

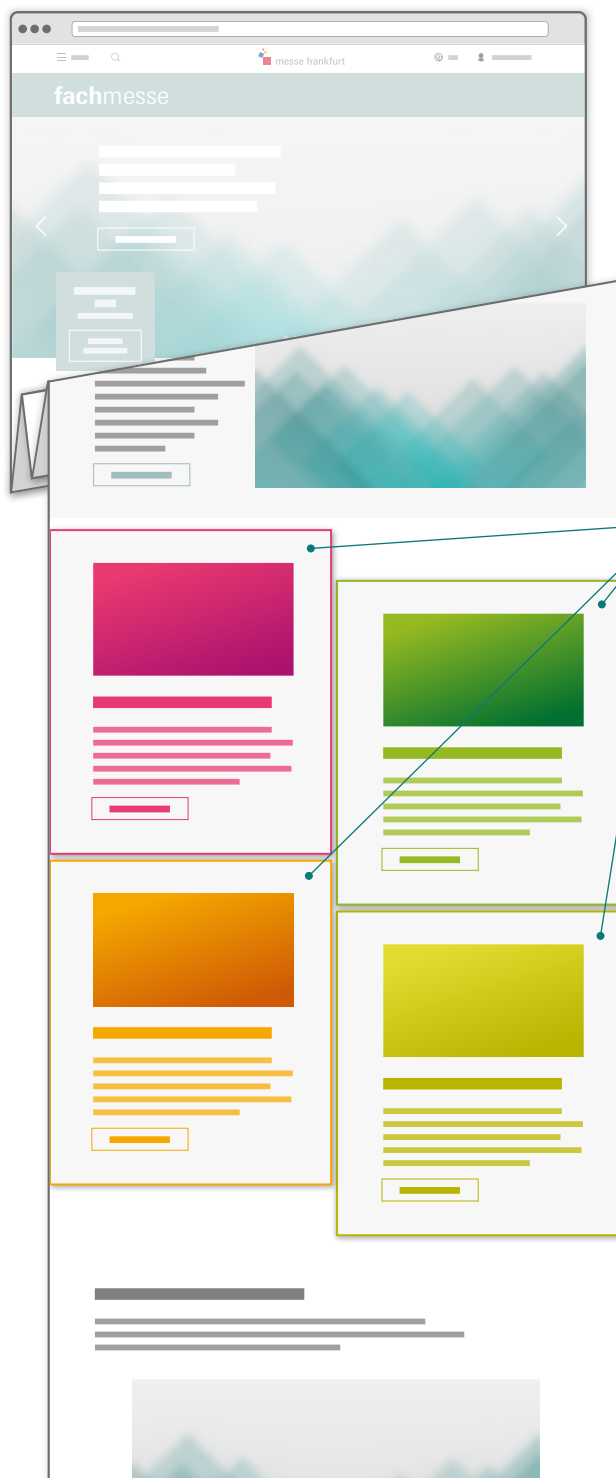
max. file size **250 kB**

Send us an English and if possible a German version of your banner. // Each banner contains one link. //

Flash and HTML are not supported! // Includes reporting

[➔ To the order form](#)

[🔗 SPECIFICATIONS](#)



FRONT PAGE BOX

An image from your company profile or your product page and your teaser text are shown right on the homepage.

“We found the Front Page Box very convincing—both with regard to functionality and price. Even as a small company, we can therefore achieve a high level of attention in our product segment with a manageable trade fair budget. 50% of the exhibitor profile views were generated by the Front Page Box.”

Karl-Heinz Hächler, Managing Director
3T Supplies AG

FRONT PAGE BOX

Turbo boost your company profile

The trade fair homepage is the starting point for finding more information on the trade fair. Take the opportunity and advertise your company and product prominently with native advertising.

As a

a) Company Front Page Box, the Front Page Box links to your company profile, or as a

b) Product Front Page Box, it links directly to a product page of your choice.

We will provide you with **comprehensive reporting** for evaluation.

This service is available for selected trade fairs.

FRONT PAGE BOX

Native advertising on the homepage.

Includes reporting

Max. no. displayed: 4 per page view

Max. availability: 12

a) Company price: **€ 950**

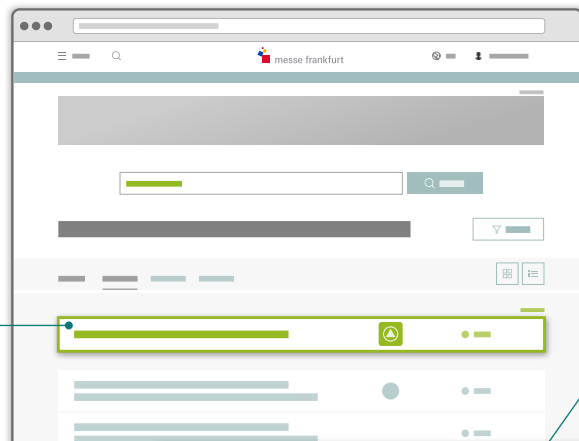
b) Product price: **€ 950**

A teaser text in English and if possible in German with a maximum of 70 characters each is required for the Front Page Box. // The Front Page Box is not supported in Internet Explorer.

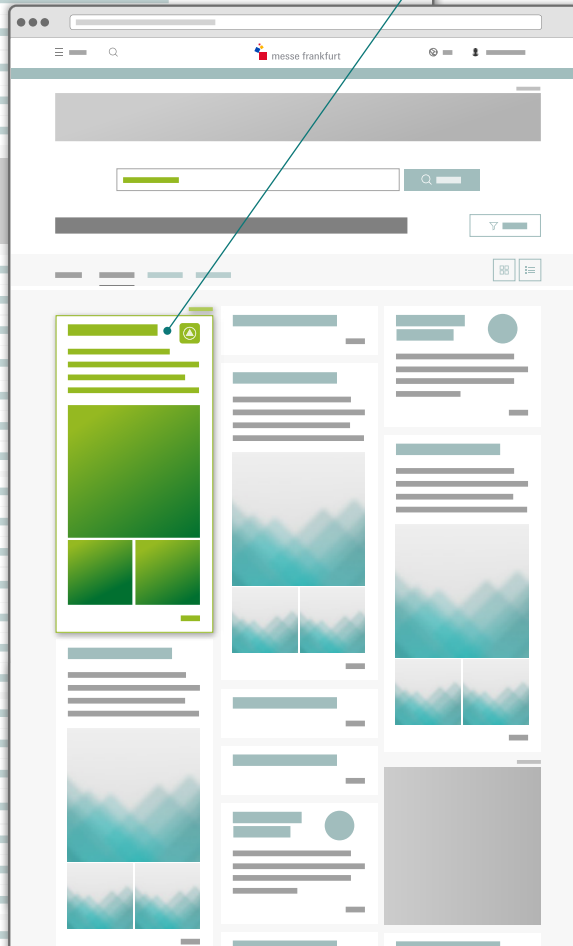
➔ **To the order form**

🔗 **SPECIFICATIONS**

TOP OF SEARCH
Presentation in the
alternative list view



TOP OF SEARCH
Presentation in the
standard view



TOP OF SEARCH

Top position in the list of search results

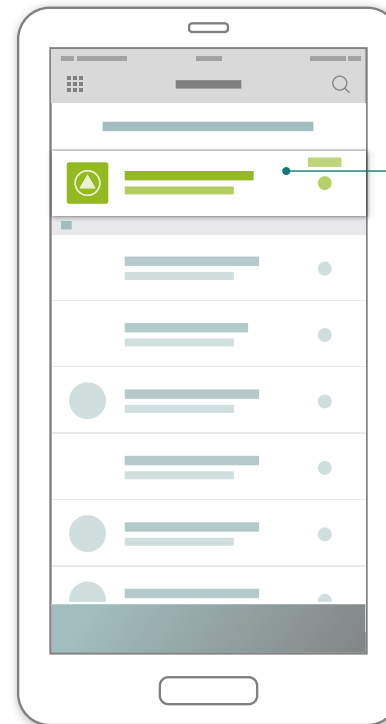
Top of Search makes you number one.

Whether in the Navigator app or the Internet, whether in the list or standard view, your entry **is always number one**. That way, you are found immediately and benefit from up to **80% more visits to your company profile**.

We will provide you with **comprehensive reporting** for evaluation.

Particularly convenient:
You don't need to deliver any additional data; all information is taken directly from your company profile.

TOP OF SEARCH
Presentation in the
Navigator app



Measurable leads

TOP OF SEARCH

Be number 1 in the Exhibitor Search

Includes Reporting

Max. no. displayed: 1 per search result

Max. availability: 10

Price: **€ 1,200**

[To the order form](#)

[SPECIFICATIONS](#)

**TOP
SELLER**

TOP OF PRODUCT GROUP
Presentation in the alternative list view

TOP OF PRODUCT GROUP
Presentation in the standard view

TOP OF PRODUCT GROUP

Advertise to your target group

Become the **frontrunner in your product group** and ensure that your entry **is number one**, right above all other product group search results. That way, you benefit from up to **50% more visits to your company profile**.

We will provide you with **comprehensive reporting** for evaluation.

Particularly convenient:
You don't need to deliver any additional data; all information is taken directly from your company profile.

TOP OF PRODUCT GROUP
Presentation in the Navigator app

TOP OF PRODUCT GROUP

Number 1 in the product group search

Includes reporting

Max. no. displayed: 1 per search result

Max. availability: 3 per product group

Price: **€ 600**

[➔ To the order form](#)

[🔗 SPECIFICATIONS](#)



LOCATION-BASED SERVICES

»Beacons« communicate with smartphones via Bluetooth. We can install these beacons in various, strategically selected locations. The Navigator app reads the beacon and sends a pre-defined push notification to the user.

PUSH NOTIFICATION BEACON

Like a tap on your shoulder

Every exhibitor's dream: targeted communication with trade fair visitors at **strategically favourable locations**. For example:

- On the **Via Mobile**, the central transit route of our exhibition centre
- At the **information counters at the entrance to the hall**, where visitors pause to get an overview
- At the **Snack Bars**, where visitors check their smartphone on their coffee break

Visitors with the Navigator app get a **freely configurable push notification**, which is displayed on their lock screen. This guarantees you attention in this medium, when the visitors next check their smartphone at the latest! The notification can link to videos, PDF documents and further information on your company. Above all, **it guides visitors to your stand**.

Our **reporting** gives you details of the number of notifications sent for evaluation. You will be informed of the technical requirements and placements in a personal consultation.



Greater visibility

PUSH NOTIFICATION BEACON

Contact visitors in the app

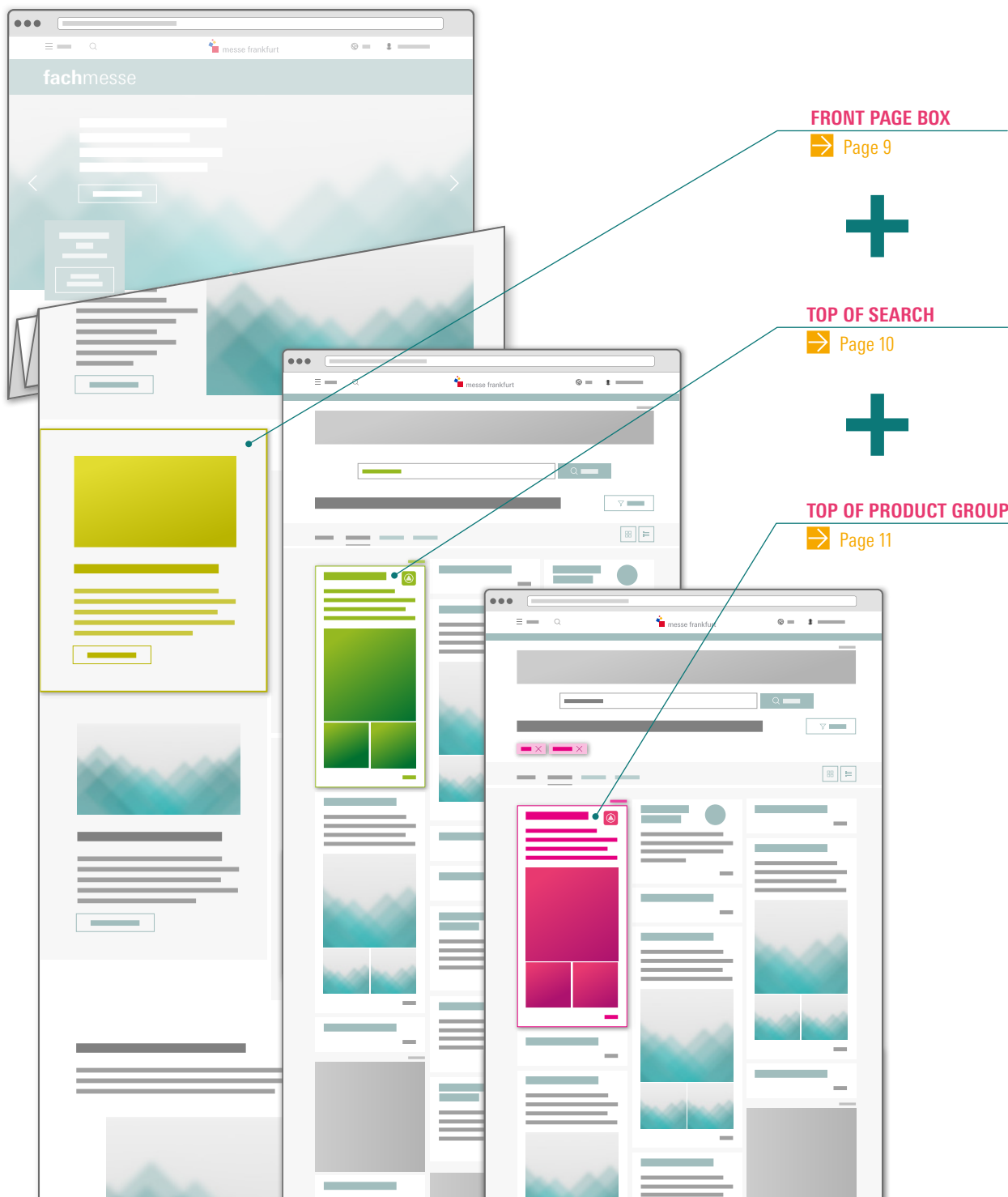
Various placements possible

Includes reporting

Price per beacon **€ 1,000**

 **To the order form**

 **SPECIFICATIONS**



AWARENESS PACKAGE

Maximise your visibility

Whether you are attending the trade fair for the first time or want to assert yourself as the market leader, this package combines three services which guarantee that you will be found on the website:

- **Front Page Box**
- **Top of Search**
- **Top of Category**

We will provide you with **comprehensive reporting** for evaluation. **Particularly convenient:** You don't need to deliver any additional data; all information is taken directly from your company profile.

Maximise the benefit and book these three exclusive services at an attractive package price!

This service is available for selected trade fairs.



AWARENESS PACKAGE

Perfect visibility for your company profile

- Front Page Box
- Top of Search
- Top of Category

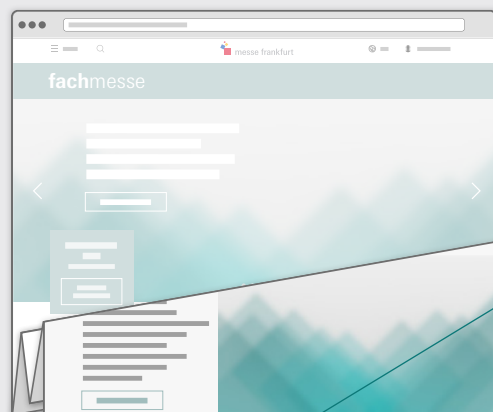
Includes reporting

Limited availability

Package price: **€ 2,475**

[➔ To the order form](#)

[🔗 SPECIFICATIONS](#)



FRONT PAGE BOX

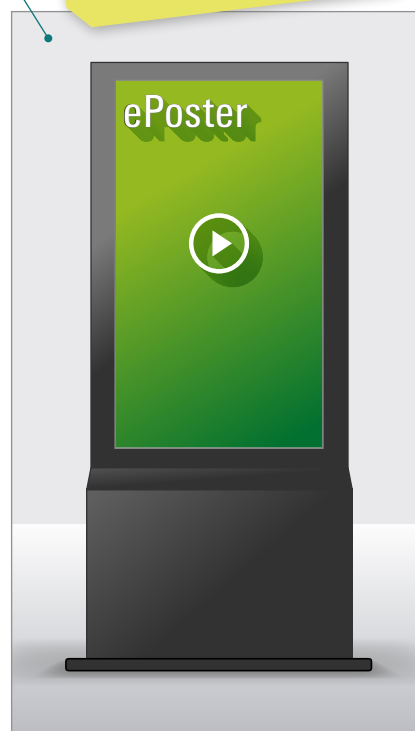
➔ Page 9



EPOSTER

55" screen
9:16 vertical format

We will be happy to advise you on how you can use your **ePoster spot** as an **online banner** in the exhibitor search!



PRESENCE PACKAGE

Be present online and on-site

Combine a **Front Page Box** on the trade fair website with an **ePoster** on the exhibition grounds.

In addition to the position on the trade fair **homepage**, your ePoster presents your company at **10 hotspots** around the exhibition grounds simultaneously. Showcase your messages with a video, a flash animation or a slideshow.

Depending on bookings, you are the eye-catcher roughly **30 times per hour** at all hotspots.

Ask about the locations in a personal consultation.

This service is available for selected trade fairs.



PRESENCE PACKAGE

NAME

ePoster

DIMENSIONS

Width × height

1,080 × 1,920 px

File formats: **jpg / png / mov / avi / mpeg / swf**

(Other file formats can be converted on request.)

Online and on-site presence

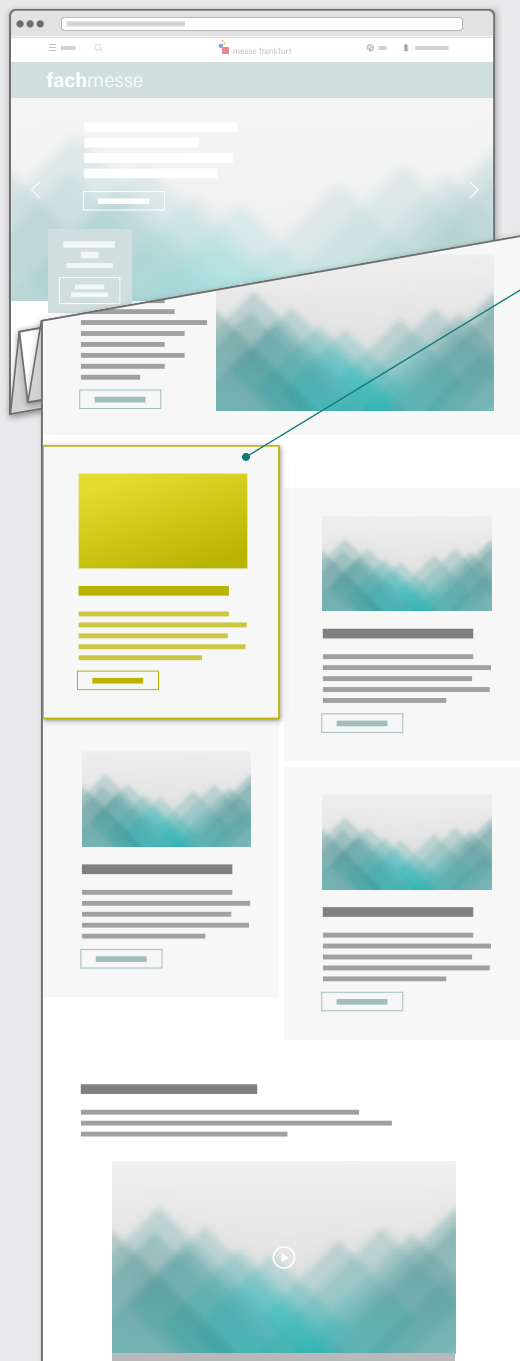
- Front Page Box
- ePoster 30 seconds spot

Limited availability

Package price: **€ 2,260**

➔ **To the order form**

🔗 **SPECIFICATIONS**



FRONT PAGE BOX

➔ Page 9



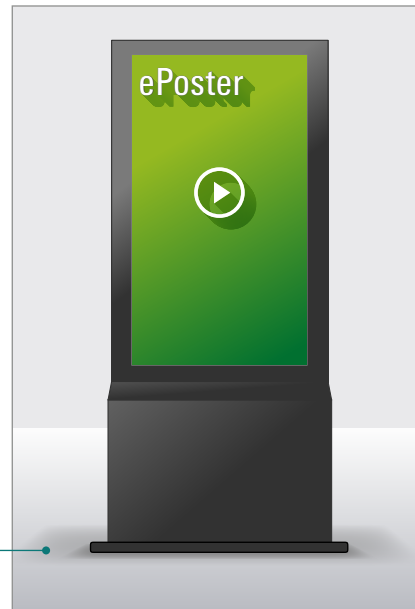
EPOSTER

➔ Page 14



SLIM BOX

The illuminated Slim Box is covered with printed fabric.



PRESENCE PACKAGE PLUS

Combine analogue and digital media

Expand the Presence Package with analogue top seller Slim Box and boost your online and on-site presence.

This ensures that you are highly visible on the trade fair **homepage**, are represented at **10 hotspots** on the exhibition grounds with your ePoster, and shine with your campaign on the **illuminated Slim Box** at a selected location. This very successful advertising media gives you **lots of space** to showcase your messages and products.

This service is available for selected trade fairs.



On all channels



PRESENCE PACKAGE PLUS

NAME

Slim Box

DIMENSIONS

Width × height × depth

120 × 200 × 20 cm

File formats: **PDF, CMYK**

(We will provide you with the exact print requirements.)

Perfect visibility for your company profile

- Front Page Box
 - ePoster concept
 - Slim Box including production, assembly and disassembly
- Limited availability
Package price: **€ 3,380**

➔ **To the order form**

 **SPECIFICATIONS**



RADIO VIA MOBILE

Radio advertising on the exhibition grounds all along the Via Mobile – you can reach every trade fair visitor on every day of the fair! Guaranteed.

 [VISIT OUR WEBSITE](#)

FURTHER PRODUCTS AND INDIVIDUAL INQUIRIES

Do you love multimedia?

Advertise your trade fair presence with a radio spot on the main axis of our exhibition grounds – the Via Mobile. Or stream your trade fair innovations live on your Facebook page.



TRADE FAIR VIDEO

Your trade fair video connects you with anyone who would have liked to visit your trade fair stand. Share your innovations with these customers too.



[DOWNLOAD THE INFO BROCHURE](#)

FURTHER PRODUCTS

We would be happy to advise you on our radio and video offers or other advertising ideas for your trade fair appearance.

Get in touch with us.

 [Contact](#)

GENERAL INFORMATION

Good to know

COST PER THOUSAND CONTACTS

The cost per thousand contacts (CPM) indicates how much you have to invest to reach 1,000 view contacts. Loading and displaying your banners (one ad impression) is such a contact.



Digital Banner runtimes

– Online banners on the trade fair website and app banners

The start of the runtime is coordinated with you

Please send us your data for online and app banners 5 days before the start of the coordinated runtime to ensure that the ad impressions booked can be reached. Our algorithms ensure that your banner is displayed before and during the trade fair depending on the campaign period, no matter how many ad impressions you book.

– Newsletter Banners

One-off posting of the banner in a newsletter edition for the respective trade fair. You will be informed of the exact date the newsletter will be sent out with advance notice. Booking possible up to 2 weeks before sending the newsletter.

– Ticket Banners

Start: When online ticketing opens for the respective trade fair

After the end of the banner runtime, you will receive a comprehensive report.

Languages

We recommend that you deliver both a German (ger) and English (en) version (incl. a link to an English-language website) of your banner.

Links

Just one link per banner.

We can change your link and the banner once during the runtime. (Exception: Visitor Newsletter Banner: Links cannot be changed)

Your link should lead to a website optimised for mobile devices to make it usable on smartphones. Alternatively, you can link to your company profile on the trade fair website.

Runtime of Additional Services on the trade fair website

Please send us the full data as required for the respective Additional Service. We place it online on the trade fair website within five days of receipt of the data (if the exhibitor and product search of the corresponding event is already online).

Additional Services are presented as part of the trade fair website at most until the exhibitor and product search of the following trade fair are updated.

Push Notification Beacons

Push Notification Beacons will be active from the first day of the trade fair until the last day.

Slim Box

The production, assembly, and dismantling of the **Slim Box** is included.

We will provide you with the exact print requirements. The Slim Box is provided for the duration of the trade fair.

Front Page Box

A teaser text must be entered for the **Front Page Box**. The ad cannot be published if the text box is empty or the maximum number of characters has been exceeded (70 characters).

ePoster

We need your video, flash animation or a slide show for your **ePoster** on the agreed date before the respective trade fair.

The ePoster will be provided at 10 hotspots on the exhibition grounds for the duration of the trade fair.



DOWNLOAD SPECIFICATIONS

- 🔗 [ONLINE-BANNER](#)
- 🔗 [APP-BANNER](#)
- 🔗 [BESUCHER-NEWSLETTER-BANNER](#)
- 🔗 [TICKET-BANNER](#)
- 🔗 [FRONT PAGE BOX & TOP OF SEARCH / PRODUCT GROUP](#)
- 🔗 [PUSH NOTIFICATION BEACON](#)
- 🔗 [EPOSTER](#)
- 🔗 [SLIM BOX](#)

CHECKLIST

Thought of everything?

Please also ensure that the data (files) to be sent is complete.

Our checklists help you do so..

CHECKLIST DIGITAL BANNERS

- Banner dimensions (pixels) meet with technical requirements
- File size (KB) of the banners corresponds to the technical requirements
- APP Banner: All six banner sizes have been submitted and meet the technical requirements
- Language versions: 1 × set in German and/or 1 × set in English
- Specification of the target URLs – what is to be linked? (German / English)
- If possible, the target URL should be a website optimized for mobile devices

CHECKLIST ADDITIONAL SERVICES

- Your company profile is complete with text and images, so that the Front Page Box, Top of Search or Top of Product Group can show the content.
- Front Page Box:
Teasertext in English and if possible in German with max. 70 characters
- Push Notification Beacon: Dateien entsprechen den technischen Vorgaben, Word-Dokument ist vollständig ausgefüllt
- ePoster or Slim Box: Files meet the technical requirements

What is the deadline for sending data?

Online, App and Ticket Banners: As early as possible to maximize the campaign runtime.

Newsletter Banners: No later than five working days before the newsletter is sent.

Push Notification Beacon, ePoster and SlimBox: as per order confirmation.

Send data to:

✉ digitaladvertising@messefrankfurt.com

CONTRACTOR

Messe Frankfurt Medien und Service GmbH
 Ludwig-Erhard-Anlage 1
 60327 Frankfurt am Main
 Germany
 Telephone: +49 69 75 75-32 10
 Fax: +49 69 75 75-9 29 96
 E-Mail: service@online.messefrankfurt.com

CLIENT

Company:
 Street:
 Postcode: Town:
 Country:
 First name:
 Surname:
 E-mail:
 Customer no.:
 Trade fair:
 Hall/Stand:

I hereby place a binding order for the above services from Messe Frankfurt Medien und Service GmbH.
 I accept the terms and conditions of Messe Frankfurt Medien und Service GmbH (Advertising Services) for the provision of advertising media (Version dated: 01/2018).

 **To the T&Cs on our website**

Date:
 Signature
 Client:

ORDER FORM

Simply enter the quantity and send it back to us.

PLACEMENT / FORMAT	NUMBER OF AD IMPRESSIONS	CPM	SUB TOTAL
Homepage at 30% or 60% of the page height ¹			
3:1		€ 50	
4:1		€ 45	
6:1		€ 40	
10:1		€ 35	
Editorial Page at 30% or 60% of the page height ²			
3:1		€ 40	
4:1		€ 30	
6:1		€ 25	
10:1		€ 20	
Exhibitor Search			
10:1 Billboard (directly under the Search header)		€ 75	
1:1 grid view – after the 7th result		€ 30	
1:2 grid view – after the 7th result		€ 40	
10:1 list view – after the 7th result		€ 25	
Combination 1 (1:1 grid view + 10:1 list view)		€ 50	
Combination 2 (1:2 grid view + 10:1 list view)		€ 60	
Navigator app			
Dashboard (main menu)		€ 95	
Exhibitor search		€ 70	
Site map	Events	Watch list	€ 60
PLACEMENT / FORMAT	NUMBER	FIXED PRICE	SUB TOTAL
Visitor Newsletter Banner ³		€ 500	
Ticket Banner ³		€ 2,500	
Front Page Box ^{1,3}	please select: Company Product	€ 950	
Top of Search ³		€ 1,200	
Top of Product Group ³		€ 600	
Push Notification Beacon ³		€ 1,000	
PACKAGES			
Awareness Package ^{1,3}		€ 2,475	
Presence Package ^{1,3}		€ 2,260	
Presence Package Plus ^{1,3}		€ 3,380	
TOTAL			

Other packages and individual offers on request.

AD IMPRESSIONS

You book 1,000 ad impressions (contacts).
 For example, to book 16,000 ad impressions, enter "16,000" in the "ad impressions" page. Intermediate values are rounded up to full thousands.

Entry into force of the contract

The contract shall not enter into force until it is accepted by Messe Frankfurt Medien und Service GmbH (MFS) in the form of the order confirmation.

Digital Banner runtimes

- Online Banners on the trade fair website and app banners: The start of the runtime is coordinated with you.
- Newsletter Banner: One-off posting of the banner in a newsletter edition for the respective trade fair. You will be informed of the exact date the newsletter will be sent out with advance notice.
- Ticket Banner: Start: When online ticketing opens for the respective trade fair
End: On the last day of the respective trade fair

On-time posting

For the banners to be posted on-time, you must send all data required in accordance with the specifications for banner posting to MFS.
 MFS must receive the data five working days before the respective start of the runtime at the latest.

Production

The price does not include production of your digital banners.

Runtime of Additional Services on the trade fair website

If the exhibitor sends the full data as required for the respective Additional Service, MFS undertakes to place it online on the trade fair website within five days of receipt of the data by MFS (if the exhibitor and product search of the corresponding event is already online). Additional Services are presented as part of the trade fair website at most until the exhibitor and product search of the following trade fair are updated. Conversely, push notification beacons will be active from the first day of the trade fair until the last day.

Explanations of footnotes:

- (1) For selected trade fairs
- (2) We will be happy to inform you of suitable editorial pages for your banner placement
- (3) Limited product