



ITB Asia Mediadata 2011

10/19/2011 – 10/21/2011 | Online Advertising Virtual Market Place®

STATISTICAL DETAILS ABOUT THE VIRTUAL MARKET PLACE®

- High quality banner clicks
- Getting new business contacts
- 365 days a year online
- More and more preparations and post processes for trade shows are done online

CONTACT

Messe Berlin GmbH
Virtual Market Place®

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[Online Advertising Website](#)
[Email](#)

TERMS AND CONDITIONS

[Terms and Conditions](#)
[Technical Specifications](#)

YOUR ADVANTAGES

- ✓ More visibility for your company and products before, during and after the trade show
- ✓ More booth visitors
- ✓ More potential revenue



Homepage Virtual Market Place®

1

POSITION 2

POSITION 3

Search Result Pages

POSITION 4

POSITION 5

POSITION 6

7

8

POSITION 9

Position	1 PAGEPEEL	2 o. 3 BIGSIZE	4 BIGSIZE	5 CONTENT AD	6 SKYSCRAPER	7 o. 8 BUTTON	9 BIGSIZE
Dimensions	650 × 500 px	728 × 90 px	728 × 90 px	468 × 60 px	120 × 600 px	150 × 60 px	728 × 90 px
Phase 1*	3,500 USD	2,000 USD	1,200 USD	1,700 USD	1,400 USD	600 USD	300 USD
Phase 2**	2,800 USD	1,500 USD	1,000 USD	1,400 USD	1,100 USD	500 USD	200 USD

* Phase 1: (08/01/2011 – 11/30/2011) | ** Phase 2: (12/01/2011 – 07/31/2012)
The ad sections rotate up to five customers per one advertising space.

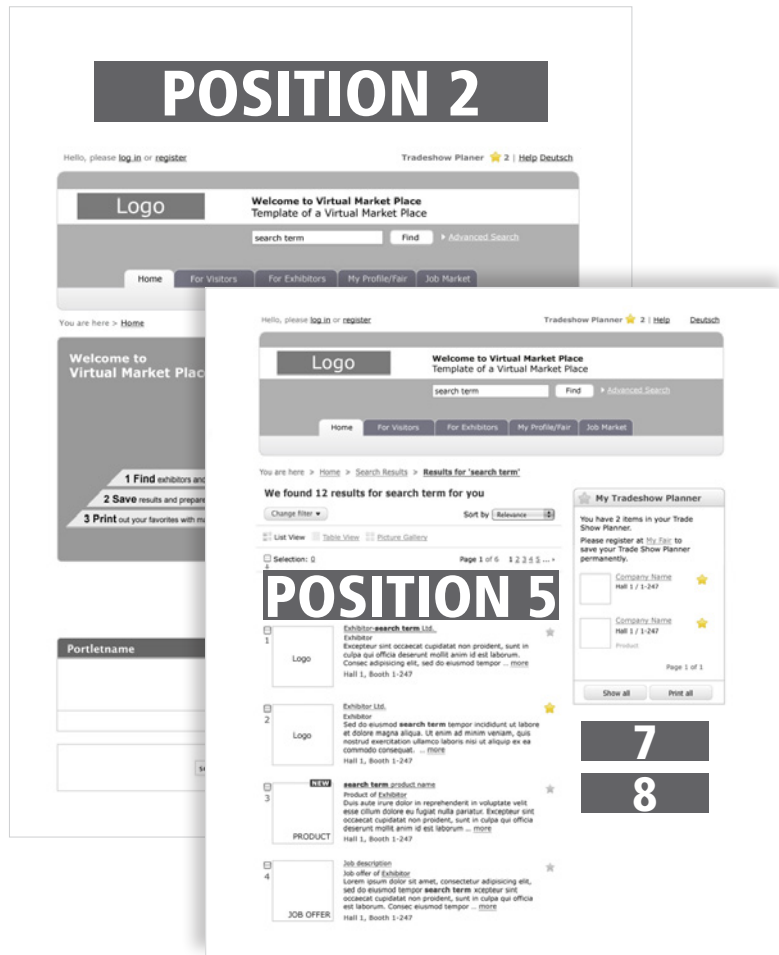
valid from 08/01/2011 until 07/31/2012

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3 IN 1 SPECIAL



Position	Bigsize + Content Ad + 1 Button - 30% = Total				
Dimensions	728 × 90 px	468 × 60 px	150 × 60 px		
Phase 1*	2,000 USD	1,700 USD	600 USD	4,300 USD	3,010 USD
Phase 2**	1,500 USD	1,400 USD	500 USD	3,400 USD	2,380 USD

* Phase 1: (08/01/2011 – 11/30/2011) | ** Phase 2: (12/01/2011 – 07/31/2012) *** Cost per Mille
The ad sections rotate up to five customers per one advertising space.

NEWSLETTER

THE ITB ASIA NEWSLETTER

- Appr. 8 × per year to all 600 subscribers
- Latest news and products per self-selected fields of interest
- High open rates

INVOICING OF NEWSLETTER ADS:

- Will be adjusted to the total number of the according emails sent
- (e.g. 1 × send out ITB Asia NL: appr. 600 emails × 0,15 USD CPM*** = 90 USD)

Newsletter (NL)	Specifications	ITB Asia NL
send out	per year	appr. 8
No. of Subscribers	english	appr. 600
CPM Price***	Cost per 1,000	150 USD
Banner Format	Fullsize	468x60 px gif, jpg 15 kb

valid from 08/01/2011 until 07/31/2012