

Order Form for online-advertising

ITB Berlin Virtual Market Place

Position	Homepage		3 in 1 special		Button in navigation		
Specifications	1 or 2 Bigsize 728 x 90px	20 - 30 KB	1 Bigsize + 1 Fullsize + 1 Button		9, 10 - Button	150 x 60px	5 - 10 KB
Phase 1*	4.300,- €	<input type="checkbox"/>	7.500,- €		<input type="checkbox"/>	1.000,- €	<input type="checkbox"/>
Phase 2*	2.500,- €	<input type="checkbox"/>	4.500,- €		<input type="checkbox"/>	600,- €	<input type="checkbox"/>
Phase 1+2*	6.500,- €	<input type="checkbox"/>	11.000,- €		<input type="checkbox"/>	1.400,- €	<input type="checkbox"/>

Position	Premium sections						Standard sections					
Banner	3 - Bigsize		4 - Skyscraper		5 - Fullsize		6 - Bigsize		7 - Skyscraper		8 - Content AD	
Specifications	728x90px, 30KB		120x600px, 30KB		468x60px, 30KB		728x90px, 30KB		120x600px, 30KB		300x250px, 30KB	
Phase 1*	3.600,- €	<input type="checkbox"/>	4.500,- €	<input type="checkbox"/>	5.400,- €	<input type="checkbox"/>	2.500,- €	<input type="checkbox"/>	3.100,- €	<input type="checkbox"/>	3.800,- €	<input type="checkbox"/>
Phase 2*	2.100,- €	<input type="checkbox"/>	2.700,- €	<input type="checkbox"/>	3.200,- €	<input type="checkbox"/>	1.500,- €	<input type="checkbox"/>	1.900,- €	<input type="checkbox"/>	2.300,- €	<input type="checkbox"/>
Phase 1+2*	5.300,- €	<input type="checkbox"/>	6.600,- €	<input type="checkbox"/>	8.000,- €	<input type="checkbox"/>	3.800,- €	<input type="checkbox"/>	4.500,- €	<input type="checkbox"/>	5.700,- €	<input type="checkbox"/>

Position	Bigsize in own exhibitor profil			Bigsize in footer			Page peel (Homepage)		
Specifications	11 - Bigsize	728 x 90px	20 - 30 KB	12 - Bigsize	728 x 90px	40 - 50 KB	13 - Pagepeel	650 x 500px	20 - 30 KB
Phase 1*	2.000,- €		<input type="checkbox"/>	2.700,- €		<input type="checkbox"/>	7.500,- €		<input type="checkbox"/>
Phase 2*	1.200,- €		<input type="checkbox"/>	1.600,- €		<input type="checkbox"/>	4.500,- €		<input type="checkbox"/>
Phase 1+2*	2.800,- €		<input type="checkbox"/>	4.000,- €		<input type="checkbox"/>	11.000,- €		<input type="checkbox"/>

Newsletter	send out	advertising media						Distribution list	Price CPM	Choice
Specifications	x per year	Fullsize			Halfsize			german & english	Cost per Thousand	
ITB Berlin	12	468x60	gif, jpg	15kb	234x60	gif, jpg	10kb	8.000	60,- €	<input type="checkbox"/>
Trade visitors	12	468x60	gif, jpg	15kb	234x60	gif, jpg	10kb	30.000	50,- €	<input type="checkbox"/>
Congress	6	468x60	gif, jpg	15kb	234x60	gif, jpg	10kb	600	Fix 250,- €	<input type="checkbox"/>
Private visitors	5-6	468x60	gif, jpg	15kb	234x60	gif, jpg	10kb	from January 2008	40,- €	<input type="checkbox"/>



Order Form for online-advertising

ITB Berlin Virtual Market Place

address details (please print)

company _____

contact person

name _____

first name _____

street _____

zip | city _____ | _____

country _____

fon _____

fax _____

e-mail _____

Please mark your choice and send Fax back to
+49 (0) 30 – 3038 2182 or push button to send it by e-mail
(only with Adobe® Acrobat).

If you have more questions, please contact us by phone
+49 (0) 30 – 3038 2211

For detailed information on positions and formats:

www.virtualmarket.itb-berlin.de/online-advertising/

Special Ad Formats and exclusive bookings available upon
request. All prices excl. VAT.

for Adobe® Acrobat user only