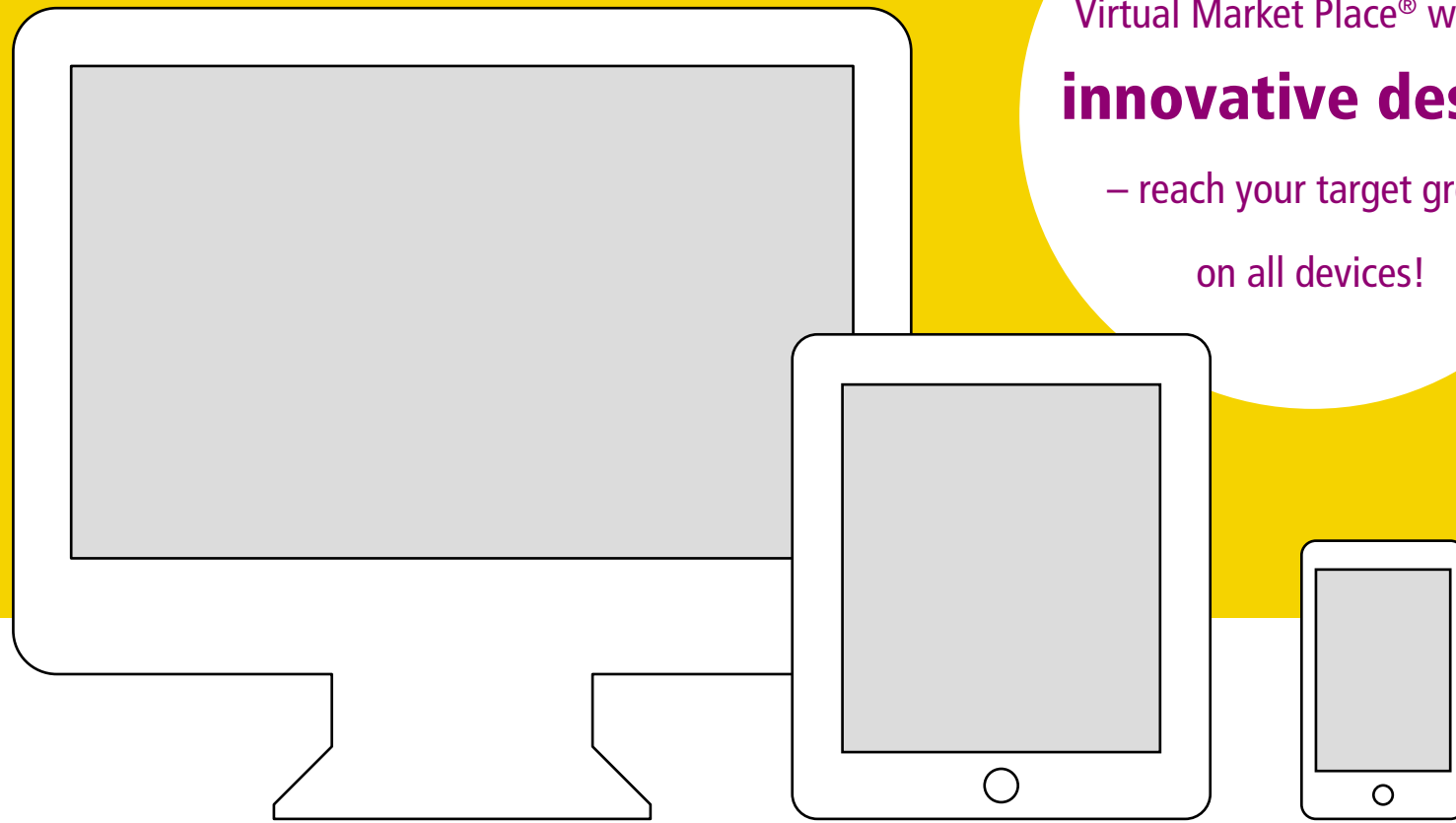


FRUIT LOGISTICA Media Data

Online advertising on the Virtual Market Place®



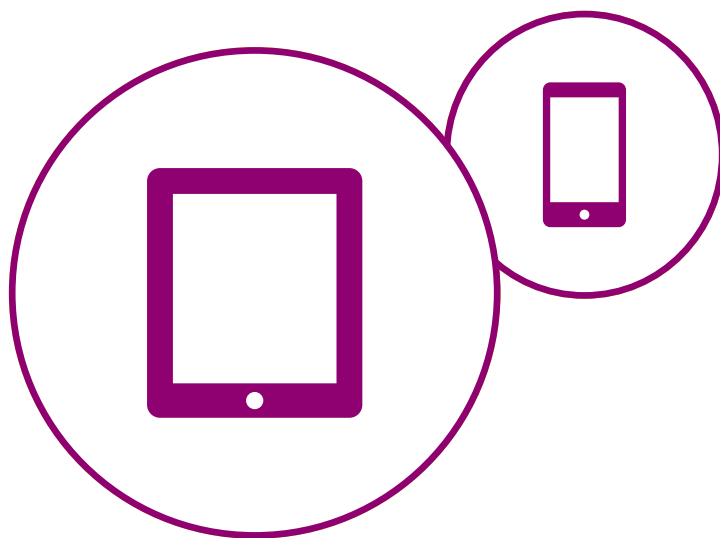
The
Virtual Market Place® with an
innovative design
– reach your target group
on all devices!

Valid: 12/01/2017 – 11/30/2018

Desktop computer, tablet or smartphone:

The Virtual Market Place® is optimised for all devices and automatically adapts to all available display sizes.

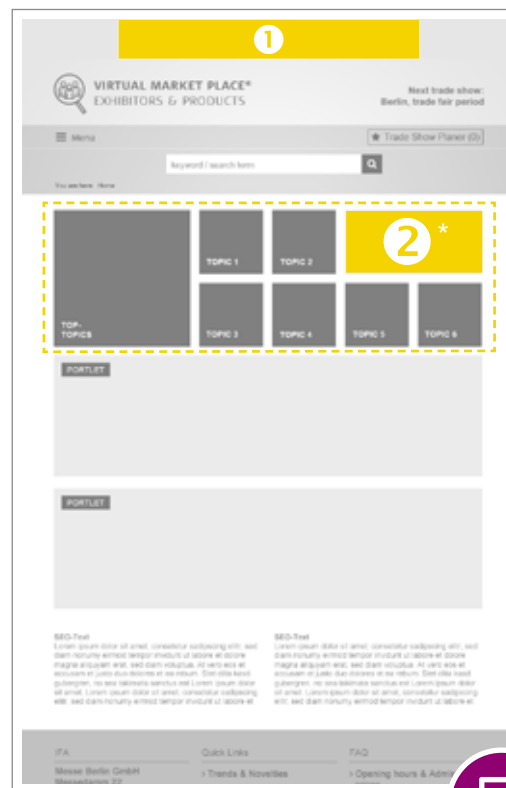
- ✓ Book one advertising space and present your company on all devices
- ✓ Reach more potential customers with exclusive online advertising
- ✓ Increase your visibility before, during and after the trade show
- ✓ Attract more visitors to your stand and boost your sales potential



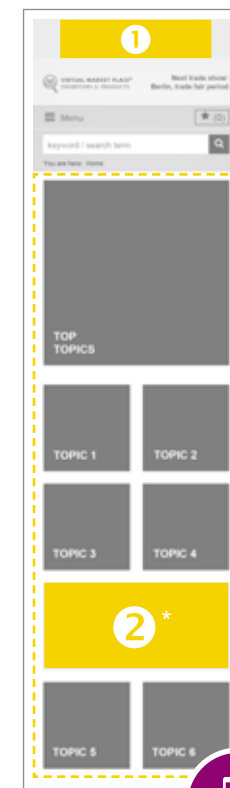
Banner formats on the start page



Desktop



Tablet



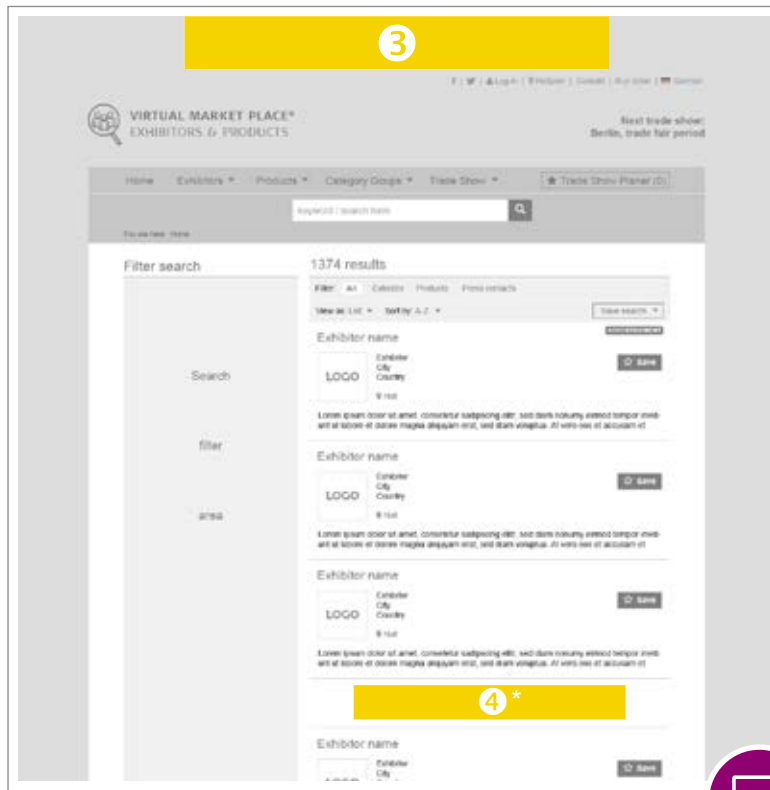
Smartphone

Position	Dimensions (px)	File size	File type	Price
1 Top Position	728 x 90 (Desktop) 468 x 60 (Tablet) 234 x 60 (Smartphone)	max. 40 kB max. 40 kB max. 15 kB	jpg, png or gif	3,575 €
2* Content Ad	300 x 140	max. 40 kB	jpg, png or gif	3,900 €

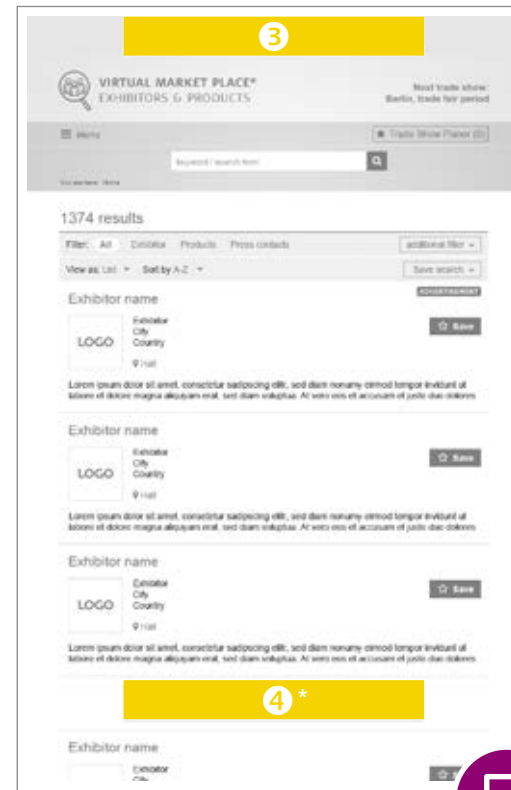
The ad sections rotate up to five customers per advertising space. Valid from 12/01/2017 – 11/30/2018.

* The banner position **2** (Content Ad) is located within the marked area. Messe Berlin reserves the right to change the exact position and size of the advertising space.

Banner formats on the search results page



Desktop



Tablet



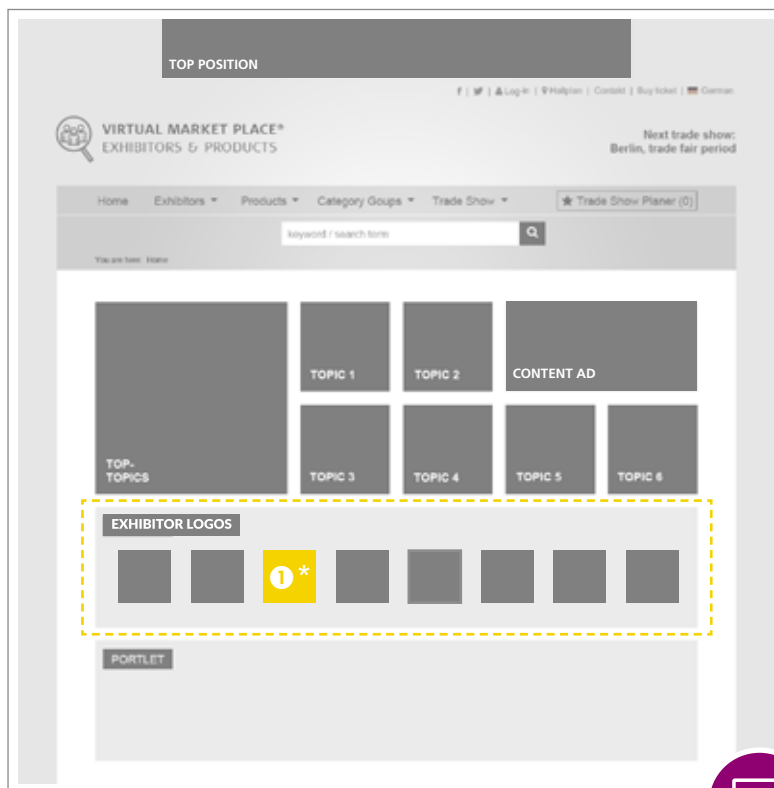
Smartphone

Position	Dimensions (px)	File size	File type	Price
3 Top Position	728 x 90 (Desktop) 468 x 60 (Tablet) 234 x 60 (Smartphone)	max. 40 kB max. 40 kB max. 15 kB	jpg, png or gif	2,475 €
4 * Content Ad	468 x 60 (Desktop + Tablet) 234 x 60 (Smartphone)	max. 40 kB max. 15 kB	jpg, png or gif	2,475 €

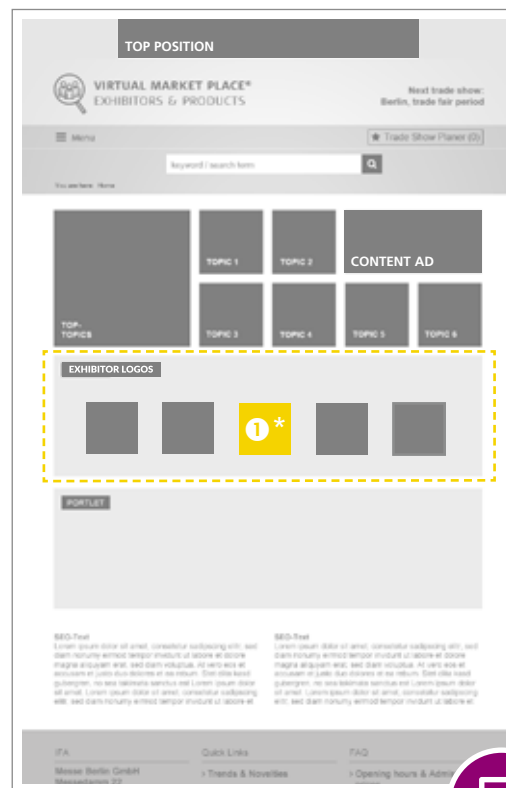
The ad sections rotate up to five customers per advertising space. Valid from 12/01/2017 – 11/30/2018.

* Positioned after the third search result.

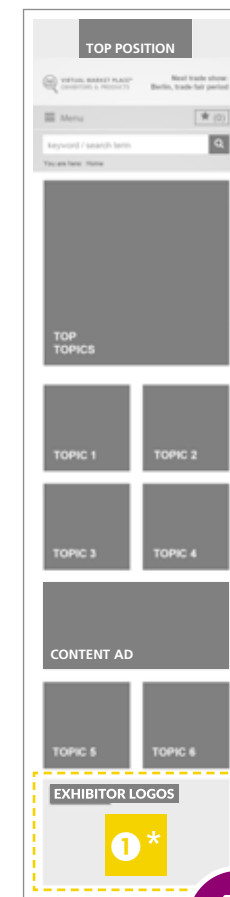
Exhibitor logo on the start page



Desktop



Tablet



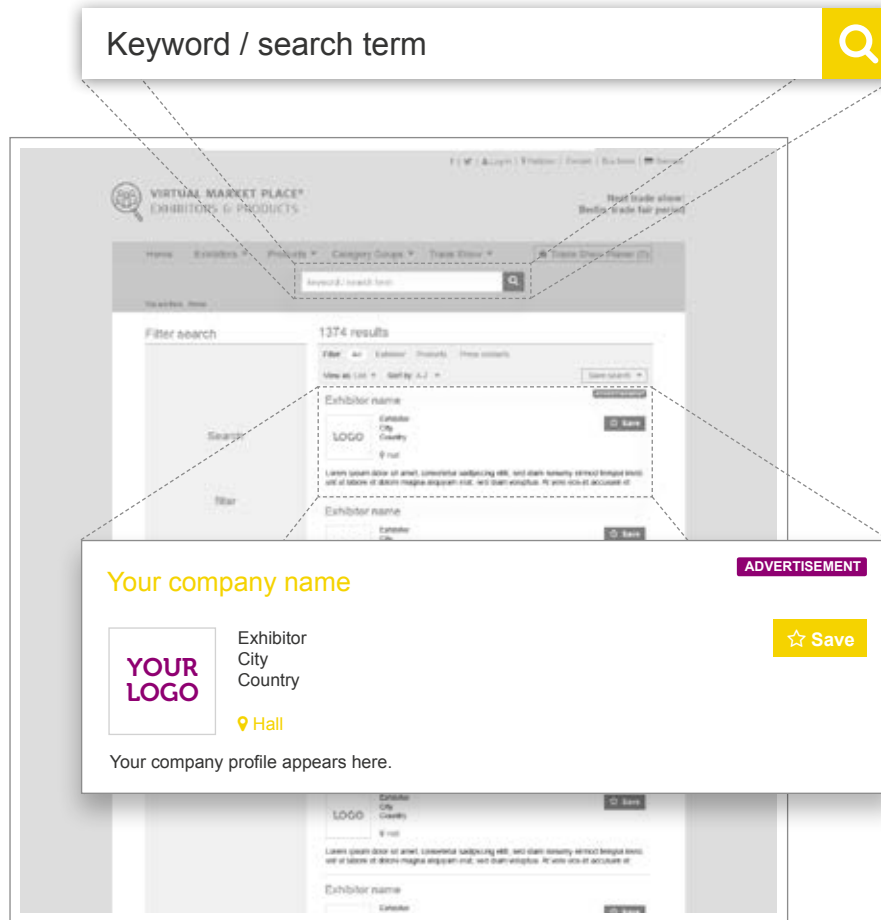
Smartphone

Position	Dimensions (px)	File type	Price
1 * Logo	600 × 600	jpg, png	300 €

The exhibitor books one of 20 logo spaces on the Virtual Market Place® start page. The order in which the logos appear is random. Valid from 12/01/2017 – 11/30/2018.

* The logo is located within the marked area depending on the display size.

Use AdKeywords* to place your company at the top of the search results!



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.

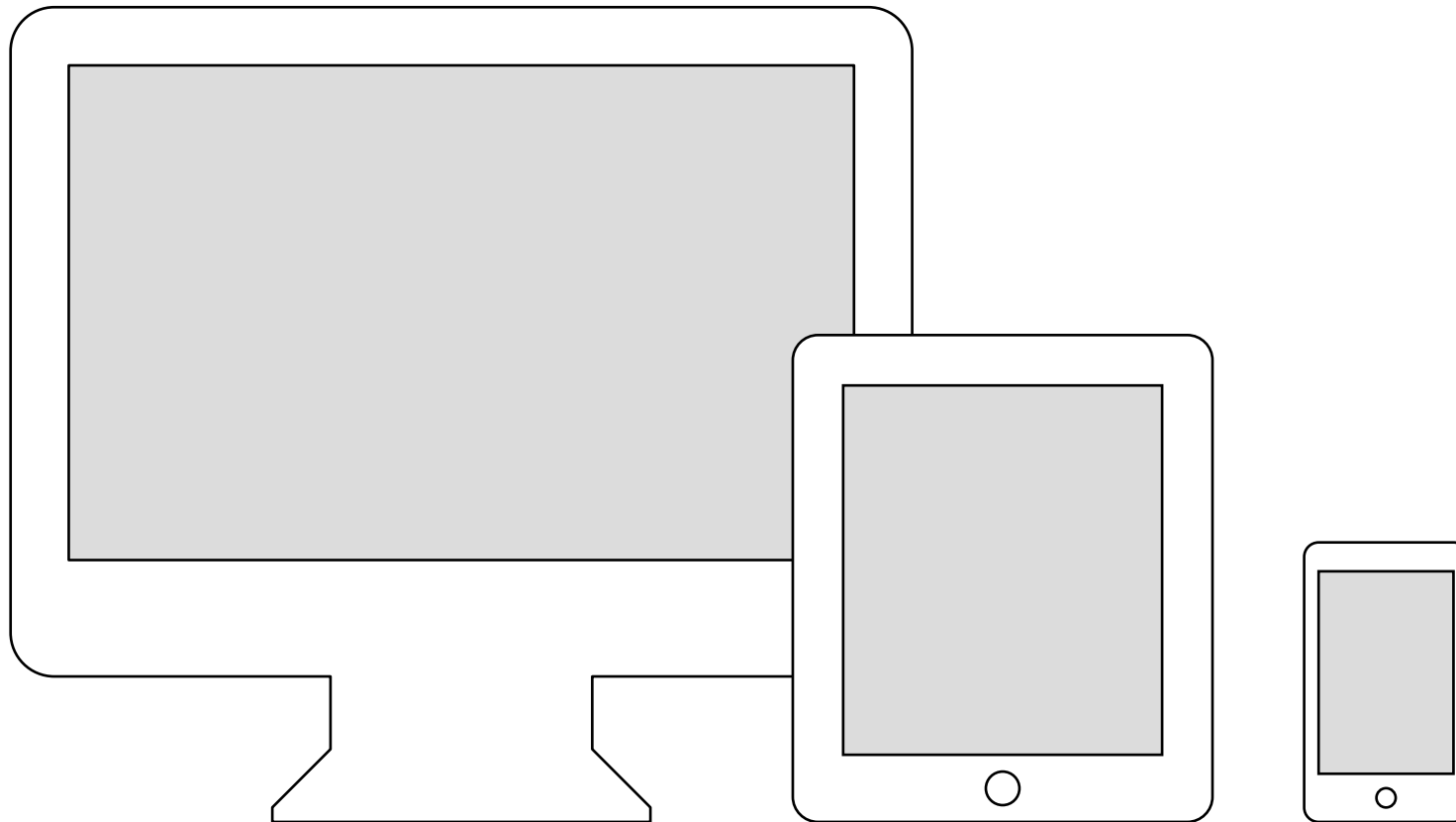


FRUIT
LOGISTICA

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Online advertising on the Virtual Market Place®

Next trade show: 7|8|9 February 2018



Contact us!

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