

Flying high in Business and Research

Media information: Online advertising



Hannover, 11–13 October 2011



Deutsche Messe
Hannover · Germany

biotechnica.de

Click your way to new contacts

Online advertising is an integral component of virtually every cross-media advertising campaign.

Take advantage of the high frequency of internet usage as well as of the range of technical options of this advertising platform:

Harness your own advertising campaigns to the more than one million page impressions generated by www.biotechnica.de.

Superbanner 1.000 pixels wide x 90 pixels high

Skyscraper 120 pixels wide x 600 pixels high



Skyscraper 120 pixels wide x 600 pixels high

Fireplace Ad

Attention-grabbing, exclusive banner that visually frames the page.
Available for 20,000 contacts or more.

Banner size

Superbanner 1,000 pixels wide x 90 pixels high and 2 skyscrapers, 120 pixels wide x 600 pixels high

Placement area

CPM in €
Price per 1,000 page impressions

On request

104

Online advertising



The screenshot shows the website for BIOTECHNICA 2011. At the top, there is a navigation bar with the logo and menu items like 'Über die Messe', 'Themen & Trends', 'Programm', 'Daten & Fakten', 'Besucher', 'Aussteller', and 'Journalisten'. The main header features the text 'BIOTECHNICA 2011' and 'Flying high in Business and Research'. Below this, there is a section for 'BIOTECHNICA 2011, 11. bis 13. Oktober' with a description of the event. A red box highlights a 'Medium Rectangle' advertisement area with the dimensions '300 pixels wide x 250 pixels high'. To the right, there is a 'myBIOTECHNICA' registration section with a 'Neu registrieren' button and a 'Mein Profil' section.

Medium Rectangle

Placed directly at the center of content, medium rectangles are particularly high-impact. Available for 20,000 contacts or more.

Banner size	
300 pixels wide x 250 pixels high	
Placement area	CPM in € Price per 1,000 page impressions
Information for visitors (25.000 pi's available)	70
Further placement areas on request.	



Skyscraper

Conspicuous advertising banner, placed at the right of content.
Available for 20,000 contacts or more.

Banner size	
120 pixels wide x 600 pixels high	
Placement area	CPM in € Price per 1,000 page impressions
Homepage (70.000 pi's available)	80 €
Information for visitors (25.000 pi's available)	60 €
Site-rotation (400.000 pi's available)	50 €

Online advertising



English | Kontakt | Drucken | Zu Favoriten hinzufügen

Über die Messe
Themen & Trends | Programm | Daten & Fakten | Besucher | Aussteller | Journalisten

Informationen für

BIOTECHNICA 2011
Europas Branchentreff Nr. 1 für Biotechnologie und Life Sciences.

Zum Messeprofil

Flying high in Business and Research

BIOTECHNICA 2011, 11. bis 13. Oktober
Europas Branchentreff Nr. 1 für Biotechnologie und Life Sciences

Als Europas bedeutendstes Messe und Kongress Event für Biotechnologie und Life Sciences ist die BIOTECHNICA ein echter Pflichttermin. Hier kommen Sie mit Neu- und Bestandskunden sowie Wissenschaftlern aus dem In- und Ausland ins Gespräch.

Ausstellungsprogramm

Mit neuen Fokusthemen und einer klaren Ausrichtung auf die vier Anwendungsbereiche Biotechnologie, Labortechnik, Services und Technologietransfer schärft die BIOTECHNICA 2011 weiter ihr Profil.

> mehr

Services für
Besucher | Aussteller | Journalisten

Ihre Vorteile
> Allgemeine Informationen
> Öffnungszeiten

myBIOTECHNICA »
Neu registrieren | Login | ?

Registrieren Sie sich jetzt kostenlos, um die Vorteile von myBIOTECHNICA für Ihre persönliche Messeplanung zu nutzen.

Mein Profil
Bequem persönliche Profileinstellungen verwalten.

**Half banner
234 pixels wide x
60 pixels high**

Half banner

The reasonable way to advertise: Fits any budget.
Available for 20,000 contacts or more.

Banner size

234 Pixel Breite x 60 Pixel Höhe

Placement area

CPM in €
Price per 1,000 page impressions

Homepage
(70.000 pi's available)

40

Information for visitors
(25.000 pi's available)

30

Site-rotation
(400.000 pi's available)

20

If this page does not display correctly, click [here](#)
[Update profile](#)



Dear Ms. Rötze,

"BIOTECHNICA has demonstrated the importance of biotechnology to all areas of life as well as the economy," commented Stephan Ph. Kühne, Member of the Managing Board of Deutsche Messe, Hannover, at the end of Europe's biggest biotechnology and life science exhibition.

This edition of the newsletter takes a look back at BIOTECHNICA 2010, reviewing this year's key highlights and impressions in pictures and videos.

Sincerely,
 Your BIOTECHNICA Team



End-of-show report

More than 9,500 visitors from 40 different nations attended BIOTECHNICA to find out about the latest biotechnology trends in the fields of healthcare, food production, industry, environmental protection, lab equipment and bioinformatics - as well as to transact new business deals.

[Learn more](#)



Impressions of the fair: BIOTECHNICA in pictures

You can now review the special highlights of this year's hot topics and gain an impression of – or relive – many of the show's highlights with our picture gallery and numerous video clips.

[Learn more](#)



Exhibitors and products

Providing you with exhibitor contact data, product information and lists of exhibitors, the comprehensive exhibitor and product search engine is your fast track to all the information you need on who has what to offer.

[Learn more](#)

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Ads in the visitors newsletter

On the BIOTECHNICA start pagewebsite visitors can subscribe to our e-mail newsletter which updates our readers regularly on important and exciting topics. The content includes facts and trends pertaining to BIOTECHNICA, the available services like exhibitor and product search facility, breaking news and more.

The numbers

Actually we have 9,000 subscribers.

Advertising options for 3 issues of the visitor newsletter (German and English), tentatively in August, September and October 2011.

Size	Placement	Price per ad and issue in €
Picture: 179 pixels wide x 120 pixels high	Front of newsletters	460
Text: max. 50 char. for heading + max. 300 char. of text	Middle or back of newsletters	360

Contact

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As from 06/2011, subject to modification.

All prices are subject to German VAT