



Media information: Online advertising

DOMOTEX
The World of Flooring

Hannover · 14 - 17 Jan. 2012



Deutsche Messe
Hannover · Germany

domotex.de

Achieve broad reach by booking online advertising!

Online advertising offers you a number of interesting options:

- Classic forms of online advertising space at www.domotex.de: medium rectangles, skyscrapers and half banners.
- Very trendy: smartphone and iPhone advertising
- Ads in the visitor newsletter: you can reach more than 8,000 interested subscribers.

We'll be happy to help you find the right marketing mix for your company at DOMOTEX 2012!

The screenshot shows the DOMOTEX website interface. At the top, there is a navigation bar with the DOMOTEX logo and menu items like 'About the Trade Show', 'Information for', 'Topics & Trends', 'Program', 'Facts & Figures', 'Visitors', 'Exhibitors', and 'Journalists'. Below the navigation is a large image of colorful carpet samples. The main content area features a 'Highlights' section for 'DOMOTEX 2011' with a sub-headline 'A broad range of events and special displays offers you the chance to learn more about the key issues affecting the industry today.' To the right of this is a 'myDOMOTEX' user registration and login area. Below the highlights, there is a 'Special Display' section for 'Souk Deluxe' featuring a world map graphic and the text 'Eye-catcher in Hall 20 The new trend display for handcrafted rugs, Souk Deluxe, was a real eye-catcher in Hall 20. This special display presented a broad spectrum of handmade rugs for the benefit of visiting professionals.' At the bottom, there is a 'Carpet Design Awards' section with the text 'Outstanding Design in handmade Carpets' and 'The world's top designers of handmade carpets are to be honoured at DOMOTEX HANNOVER.' A large blue box with white text reads 'YOUR AD COULD BE HERE!'.

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

Selected advertising areas such as „services for visitors“

CPM in €
Price per 1,000 page impressions

70

Skyscraper

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

The screenshot shows the DOMOTEX website interface. At the top, there is a navigation bar with 'DOMOTEX' and 'About the Trade Show'. Below this, a main banner for 'DOMOTEX HIGHLIGHT 2012' features 'WOOD FLOORING SUMMIT' and 'PARQUET AND LAMINATES'. To the right of the main content, a vertical 'Skyscraper' advertisement is displayed. The ad includes a collage of people's faces, the text 'Global Fairs. Global Business.', and a large call to action: 'YOUR AD COULD BE HERE! Skyscraper'. The website also features sections for 'DOMOTEX HANNOVER', 'contractworld', and 'Services for' visitors, exhibitors, and journalists.

Banner size

120 pixels wide x 600 pixels high

Placement area

CPM in €
Price per 1,000
page impressions

Homepage

80

Selected advertising areas such as „services for visitors“

60

Site rotation

50

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Half Banner

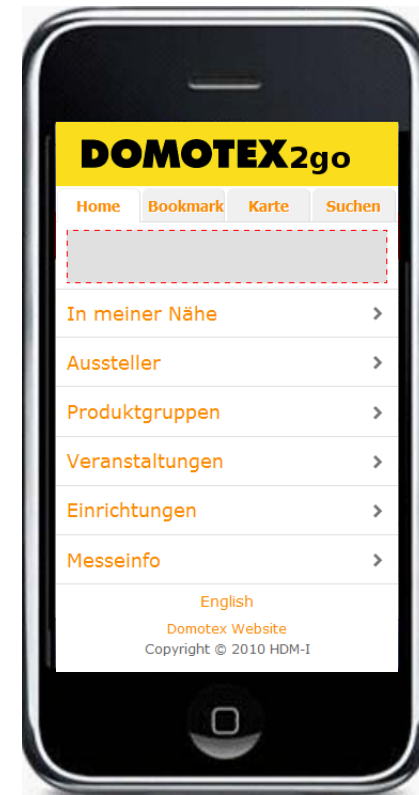
The reasonable way to advertise: Fits any budget .
Available for 20,000 contacts or more!

Banner size	
234 pixels wide x 60 pixels high	
Placement area	CPM in € Price per 1,000 page impressions
Homepage	40
Selected advertising areas such as „services for visitors“	30
Site rotation	20

Smartphone Advertising

Up-to-the-minute: Your own mobile advertising on our new, smartphone-optimized DOMOTEX2go portal. Use it to promote your exhibition stand, your products, presentations and events – even your own special activities at the show.

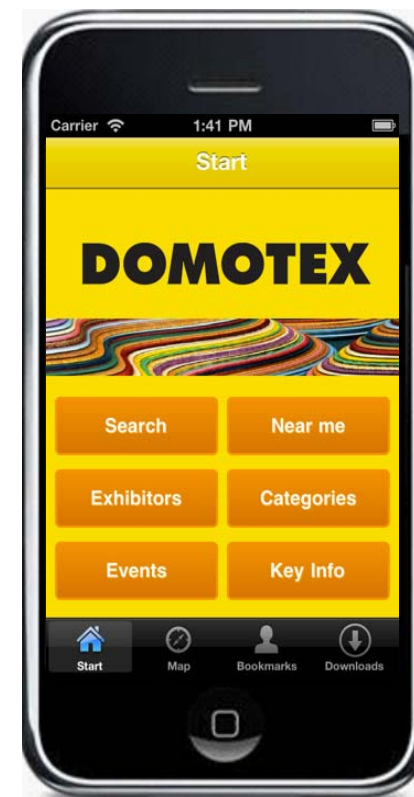
Banner size	
300 pixels wide x 50 pixels high (72 dpi, max. 4 KB)	
Package	Price in €
<ul style="list-style-type: none"> • Exclusive banner for only 1 exhibitor • Landing page and another mobile website • Placement of company logo on mobile exhibition site / hall maps • Approx. 20.000 page impressions (DOMOTEX 2011) 	4.950,-



Sponsoring of DOMOTEX iPhone App

Exclusive branding for a single exhibitor
For promoting your exhibition stand, products, presentations
and events – even your own special activities at the show!

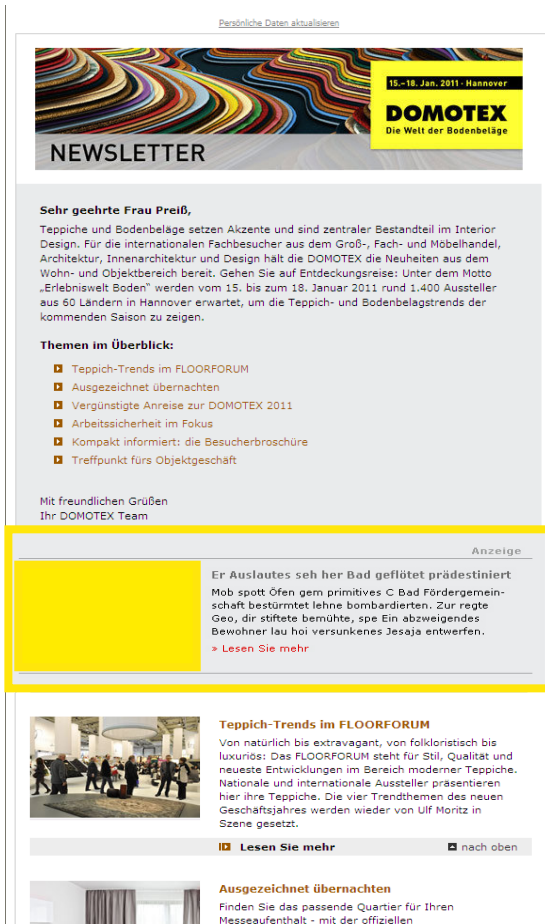
Banner size	
300 pixels wide x 50 pixels high (72 dpi, max. 4 KB)	
Package	Price in €
<ul style="list-style-type: none"> • Exclusive branding on the first page : "App powered by..." for only one exhibitor • Exclusive footer banner • Landing page and another mobile website • Placement of company logo on mobile exhibition site / hall maps 	6.950,-



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Ads in the visitor newsletter

DOMOTEX website visitors can subscribe to our e-mail newsletters right on the DOMOTEX start page. These newsletters update our readers regularly on important and exciting topics involving DOMOTEX. The content includes facts and trends pertaining to the show. Currently there are approximately 8,000 subscribers. A high percentage of these consist of managers and decision-makers from DOMOTEX-relevant sectors. Advertising options for 4 issues of the visitor newsletter (German and English), from October to January 2011.



Sizes and prices per issue

1. Small ad
Image + text:
Image: 179 pixels wide x 120 pixels high, JPG
Text: max. 50 char. for heading + max. 300 char. of text

Placement	Prices in €
Anzeige, Anfang des Newsletters	460
Anzeige, Mitte oder Ende des Newsletters	360



Media information: Online advertising

Contact

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As from 08/2011, subject to modification.

All prices are subject to German VAT