



**Media information:
Online advertising
INTERSCHUTZ 2010**

www.messe.de

Global Fairs. Global Business.



Deutsche Messe
Hannover · Germany

Media information: Online advertising

The importance of online advertising in the marketing mix continues to grow, as the weight of the Internet becomes greater in media budgets.

Your advertising at www.interschutz.de or your ads appearing in our visitor newsletters will arouse the interest of visitors and potential customers from many countries across the globe.

From April to June 2005, Deutsche Messe tallied more than 600,000 page impressions on the pages of www.interschutz.de. This is where the relevant market players come together – don't miss out on this great opportunity!

Media information: Online advertising

Overview of advertising options		Advertising area			
		Homepage (Start page)	Exhibitor and product searches	Visitor service	Rotation (available categories)
	Skyscrapers	X	X	-	X
	One-third banners	X	X	-	X
	Content ads / Rectangles	-	-	X	-
Banner advertising in visitor newsletter (2,300 subscribers)					

Media information: Online advertising

The screenshot shows the website for INTERSCHUTZ, an international exhibition for rescue, fire prevention, disaster relief, safety, and security. The banner for Skyscraper is placed on the right side of the page, featuring a collage of people's faces and the text "Global Fairs. Global Business. YOUR AD COULD BE HERE! Skyscraper".

INTERNERSCHUTZ
DER ROTE HAHN

**INTERNATIONAL EXHIBITION FOR RESCUE,
FIRE PREVENTION, DISASTER RELIEF,
SAFETY, SECURITY**

LEIPZIG, 07. – 12. JUNE 2010

Quick Links

Directly to ...

Search

Extended Search

Homepage

News

INTERNERSCHUTZ Profile

Exhibitors + Products

Display Categories

Events

Visitor Service

Exhibitor Service

Press Service

The leading industry event
With more than 120,000 visitors and 1,100 exhibitors, INTERSCHUTZ is the leading international trade fair for civil security. No other fair can compare with the comprehensive range of displays and events dealing with prevention, rescue, defense and services, or with the exceptionally high caliber of visitors - over 90% are industry professionals. All in all, INTERSCHUTZ is the ideal place to make contacts, discuss industry issues and gather new knowledge and experiences.

Keep your finger on the pulse
Congresses, symposia and company presentations give you the perfect opportunity to find out about pioneering innovations and key trends throughout the industry. At INTERSCHUTZ, you can access an outstanding range of international expertise, all under one roof.

Leipzig - the hub of operations
From 7 to 12 June 2010, the Exhibition Center in Leipzig will be the place to find answers to all those burning questions about the industry. Be inspired!

Accommodation and travel
Information about arrangements of hotel accommodation in Leipzig you will find [here](#).
Getting there by car, by train, by aircraft, by coach or by local mass transit - more information are available [here](#).

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Bookmarked Pages

Newsletter Service

Trade Fair News

Technical Guidelines
Important information about stand construction regulations
[more](#)

MesseNews INTERSCHUTZ 2010
You can find the latest edition here
[more](#)

Your Contacts

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Global Fairs.
Global Business.

**YOUR AD
COULD BE
HERE!**

Skyscraper

Skyscraper

Conspicuous advertising banner, placed to the right of content and available on all types of pages.

Sizes:

120 pixels wide x 600 pixels high or
160 pixels wide x 600 pixels high
(max. 18 KB)

Prices:

Placement	CPM* in € (Price per 1.000 PI's)
Homepage	60
Exhibitor and Product searches	50
Visitor service	50
Site-Rotation (available categories)	40

* Available for 20,000 contacts or more

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Planning your Trip
Hall Maps
Exhibitor Service
Press Service

Visitor Service
All the information you need to plan your trip to
INTERNERSCHUTZ 2010

Show date: 07 - 12 June 2010
Show venue: Exhibition Grounds Leipzig
Opening hours: daily, 9 a.m. to 6 p.m.

**YOUR AD
COULD BE HERE!**

This section contains all the essential information you need to plan your trip to INTERSCHUTZ, including trade fair facilities and

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Download
Information for visitors (PDF, 932 KB)

Content ad / Rectangle

Placed directly at the center of content, content ads and rectangles are particularly high-impact – available in both the exhibition areas and the visitor service pages of the website.

Sizes:

300 pixels wide x 250 pixels high
(max. 18 KB)

Placement	CPM* in € (Price per 1.000 Pl's)
Visitor service	60

*Available for 20,000 contacts or more!

Media information: Online advertising

One-third banners

The reasonable way to advertise: Fits any budget – available on the homepage and visitor service areas of the website as well as for site rotation.

Sizes:

156 pixels wide x 60 pixels high
(max. 12 KB)

Prices:

Placement	CPM* in € (Price per 1.000 PI's)
Homepage	30
Exhibitor and product searches	25
Site-Rotation (available categories)	15

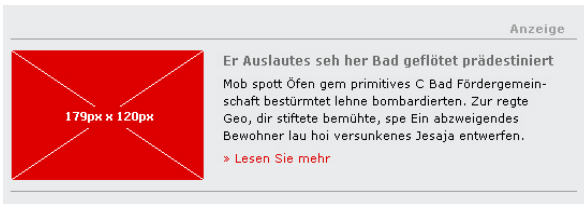
*Available for 20,000 contacts or more!

Media information: Online advertising

Advertising options

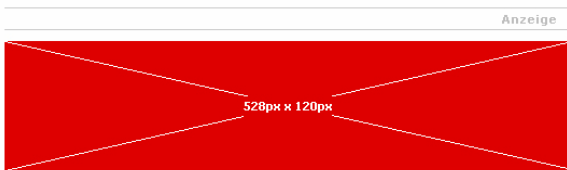
1. Image + text

179 pixels wide x 120 pixels high
text: max. 50 char. for heading + max. 300 char.
of text



2. Image only

528 pixels wide x 120 pixels high



Ads in the visitor newsletter

INTERSCHUTZ website visitors can subscribe to our e-mail newsletter right on the INTERSCHUTZ start page. This newsletter updates our readers regularly on important and exciting topics involving INTERSCHUTZ. The content includes facts and trends pertaining to INTERSCHUTZ, the available services like exhibitor and product search facility, breaking INTERSCHUTZ news and more.

Currently there are more than 2,300 subscribers. A high percentage of these consist of managers and decision-makers from relevant sectors.

The numbers

Advertising options for 3 issues of the visitor newsletter (German and English), tentatively in February, April and May 2010.

Sizes and prices (per issue):

Placement	Prices in €
Front of newsletter	270
Middle or back of newsletter	180

Media information: Online advertising

Terms and conditions

Scope of services

Your online advertising (banner) will be posted in the version ordered, for the desired number of contacts, during the posting period from 1 April to 30 June 2010. Posting begins immediately after the supplied data has been processed, with a processing time of at least three workdays. Any changes to banners, including corrections of any transmission errors, must be completed within this processing period. Once the banner has been posted, corrections will be made on a per-cost basis only. To the extent that nothing else has been agreed on, the banner will be published on the German and English pages.

The banner will be continue to be posted until the desired number of contacts is reached, up to the final, maximum posting date of 30.06.2010. If the desired number of contacts cannot be achieved within the posting period, you will be advised of this by Deutsche Messe. You will only be charged for the number of contacts actually achieved.

Posting of an ad (image + text or image only) in the size and placement ordered in the online visitor newsletter, each mailed to a minimum of 2,300 subscribers.

Contract

Your order for online advertising is legally binding after you sign and return the quotation sent in response to your query. Following your online advertising booking you will receive an order confirmation constituting formal conclusions of contract. Only a limited number of online advertising opportunities are available. Orders are processed by Deutsche Messe on a first-come, first-served basis.

File formats

Please send us your artwork in one of the following data formats: HTML Interactive, Gif, Flash (Flash files must be submitted in ZIP file format) or Rich Media (including animated). The production of the banner is not included in the price.

Ad reporting

On request the ordering party will be provided with a report of the number of ad impressions, ad clicks and the corresponding click rate for the posted advertising.

Languages

You can publish your banners) in English and/or German.

Prices / Payment

The prices named in the quotation are binding and are net prices which are subject to German VAT There is no entitlement to an agent's commission. Invoicing takes place after the end of INTERSCHUTZ 2010. If the number of contacts ordered is not achieved within the posting period, you will only be charged for the number of contacts actually reached at the prices listed on the order form.

Liability

Deutsche Messe does not guarantee the correct functioning of any external networks to which it is directly or indirectly connected. Only in the case of willful intent or gross negligence is it liable for any technically induced breakdowns or limited accessibility of the Internet computer.

The ordering party is responsible for any violations of competition protection law and, as such, indemnifies Deutsche Messe against any damage claims by outside parties.

Deutsche Messe reserves the right to reject the posting of any banners with illegal or immoral content, or with content that is contrary to the ethical principles of Deutsche Messe. In this case the ordering party is not entitled to claim any damages from Deutsche Messe.

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Contact

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Exhibitor Services Sales & Consultancy

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As from 04/2010, subject to modification.