

Fact sheets – banners exhibitors database and online Calendar of Events

The exhibitors database contains company information and stand numbers. Whether before, during or after the end of the Book Fair, the exhibitor database is the main reference work for the industry.

With the online Calendar of Events you can reach the entire book and media industry, as well as the general audience at the weekend.

Products

1 Full banner, 468 x 60px, horizontal

Period	Price
July	500.- €
August	1,000.- €
September	1,200.- €
October	1,200.- €

2 Skyscraper, 120 x 600px, vertical

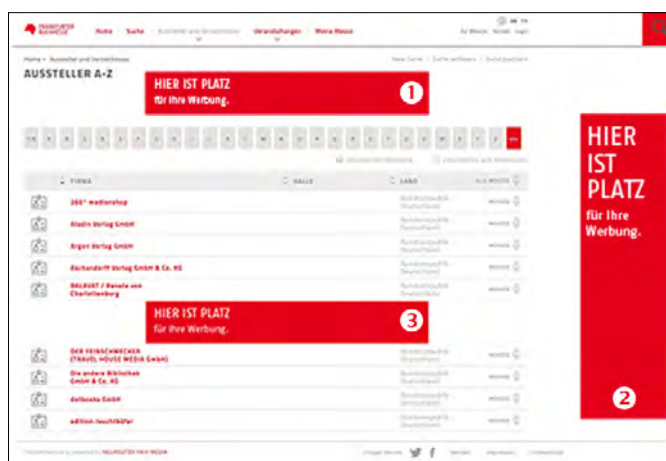
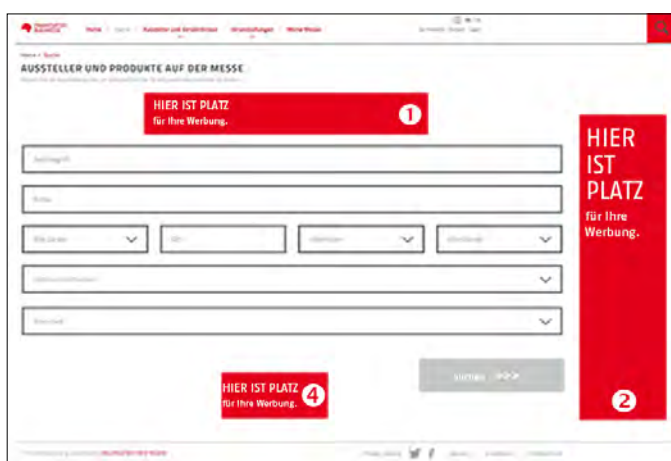
Period	Price
July	600.- €
August	1,000.- €
September	1,200.- €
October	1,200.- €

3 Search results banner, 468 x 60px, horizontal

Period	Price
July	400.- €
August	800.- €
September	1,000.- €
October	1,000.- €

4 Button banner (on search pages) 156 x 60px, horizontal

Period	Price
July	200.- €
August	200.- €
September	400.- €
October	400.- €



Contact:

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Fact Sheet – banner on www.book-fair.com

Advertise on www.book-fair.com and reap the benefits all year long. With 10 million page impressions, you'll reach a broad target audience.

Products

1 Half banner, 234 x 60 px, horizontal

Period	Price
per month	2,100.- €

2 Full banner, 468 x 60 px, horizontal

Period	Price
per month	2,550.- €

3 Skyscraper, 120 x 600 px, vertical

Period	Price
per month	2,990.- €

The screenshot shows the website interface for the Frankfurt Book Fair. At the top, there are navigation menus and a search bar. Below the navigation, there are three red banners labeled 'HIER IST PLATZ' (Here is space). Banner 1 is a half banner, banner 2 is a full banner, and banner 3 is a vertical skyscraper. The main content area features a 'Werbung & PR' (Advertising & PR) section with a sub-header '365 Tage im Jahr und rund um die Welt' (365 days a year and around the world). Below this, there are sections for 'Ideale Werbemöglichkeiten für Ihr Unternehmen' (Ideal advertising opportunities for your company) and 'Beratung, Kontakt und Buchung:' (Consultation, contact and booking:). The 'Beratung, Kontakt und Buchung:' section lists contact information for Simone Lippold and Kristina Bernhard. At the bottom left, there are statistics: 7 145 Aussteller (Exhibitors), 140 474 Fachbesucher (Professional visitors), and 135 317 Privatbesucher (Private visitors).

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