

CMS Berlin Media Data

More visibility in all the media of CMS Berlin

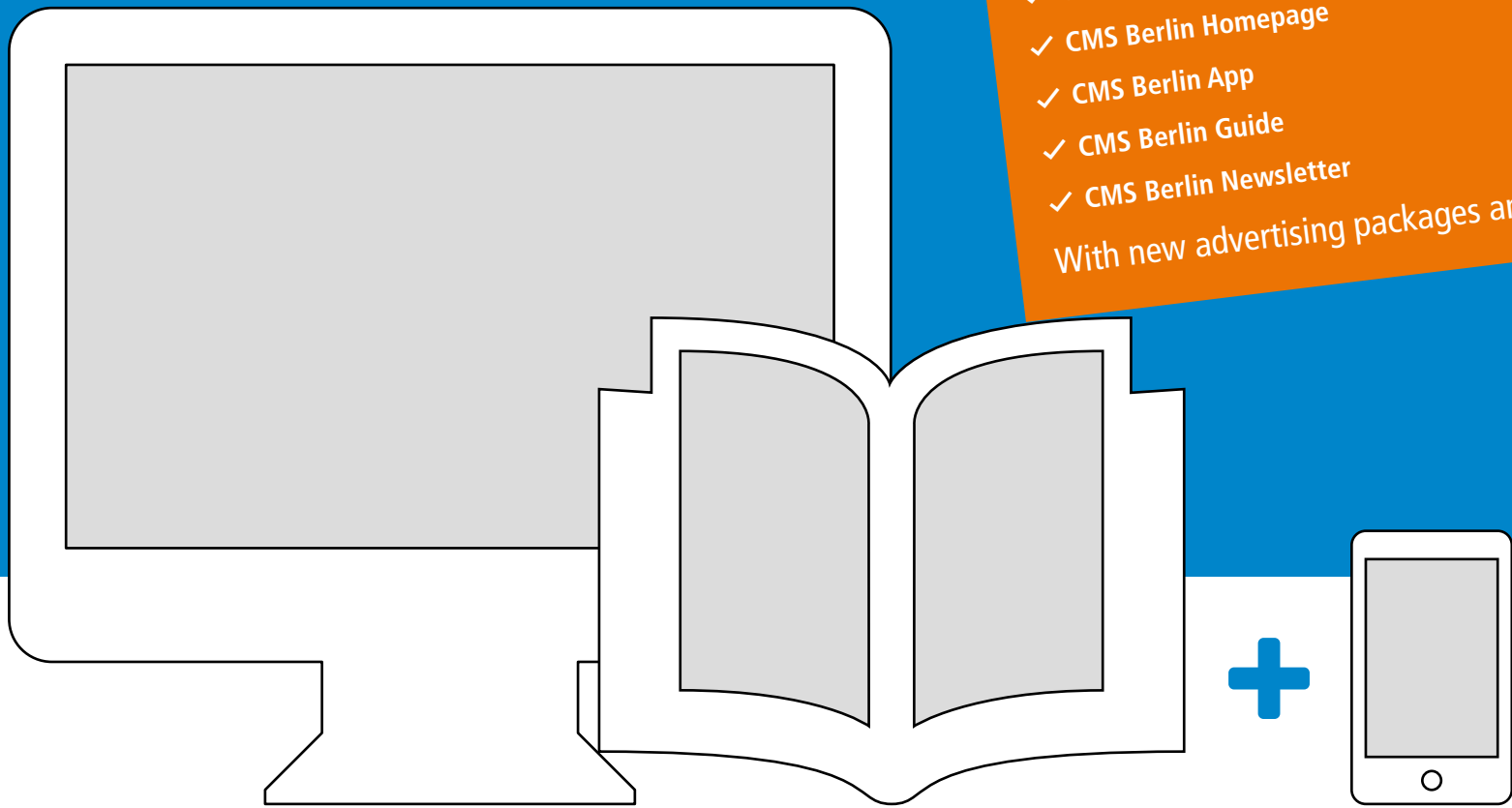
Next trade show: 19 – 22 September 2017



The new media concept for CMS Berlin 2017:
Everything from one source.

- ✓ CMS Berlin Virtual Market Place
- ✓ CMS Berlin Homepage
- ✓ CMS Berlin App
- ✓ CMS Berlin Guide
- ✓ CMS Berlin Newsletter

With new advertising packages and an online shop





We have developed a brand new media concept for CMS Berlin 2017

Overview

1. The new media concept of CMS Berlin 2017	3
2. Services and upgrades for main exhibitors	4
2.1 Services: The CMS Media Package	4
2.2 Upgrades for main exhibitors	5
3. Services and upgrades for co-exhibitors	6
4. Exclusive upgrades for all main and co-exhibitors with a Classic or Premium Package	7
5. Advertising packages for the CMS Berlin App	8
6. Advertising options in the CMS Berlin Guide for all main and co-exhibitors.	9
7. Online advertising on the CMS Berlin Virtual Market Place.	10
7.1 Banner ad on the start page	11
7.2 Banner ad on the search results page	12
7.3 Exhibitor logo on the start page.	13
7.4 Top ranking in the search results with Adkeywords in the Virtual Market Place® & the CMS Berlin App	14
8. Banner ad in the CMS Berlin Newsletter	15
9. Banner ad on the CMS Berlin Homepage	16



CMS
Cleaning.
Management.
Services.

CMS Berlin Media Data

More visibility in all the media of CMS Berlin

Next trade show: 19 – 22 September 2017

1. The new media concept of CMS Berlin 2017

Benefit from the numerous novelties we have created for you



- ✓ Centralized support for your exhibitor entries in all CMS Berlin media from the Editorial Team of the Virtual Market Place®
 - ✓ Simplified booking of all additional services for the CMS Berlin media in the online shop of the Virtual Market Place®
 - ✓ New advertising packages assure maximum visibility for your company throughout all CMS Berlin channels
1. CMS Berlin Virtual Market Place
 2. CMS Berlin Homepage
 3. CMS Berlin App
 4. CMS Berlin Guide
 5. CMS Berlin Newsletter



CMS

Cleaning.
Management.
Services.

CMS Berlin Media Data

More visibility in all the media of CMS Berlin

Next trade show: 19 – 22 September 2017

2. Services and upgrades for main exhibitors

2.1 Services: The CMS Media Package

Starter Package – up to 20 m ²	Classic Package – from 21 m ²	Premium Package – from 101 m ²
CMS Berlin Virtual Market Place		
<ul style="list-style-type: none"> Basic company entry with company name, address, telephone, fax, email, web address, hall/stand Company profile with max. 250 char. incl. spaces 1 contact person with telephone, email, address and picture 2 entries in the product group index Presentation of 2 products with 4,000 char. incl. spaces and 1 picture each 	<ul style="list-style-type: none"> Basic company entry with company name, address, telephone, fax, email, web address, hall/stand Company profile with max. 1,000 char. incl. spaces 3 contact persons with telephone, email, address and picture Logo Link to videos 6 entries in the product group index Presentation of 6 products with 4,000 char. incl. spaces and 1 picture each Link to social media profiles 	<ul style="list-style-type: none"> Basic company entry with company name, address, telephone, fax, email, web address, hall/stand Company profile with max. 4,000 char. incl. spaces 5 contact persons with telephone, email, address and picture Logo Link to videos 12 entries in the product group index Presentation of 12 products with 4,000 char. incl. spaces and 1 picture & 1 link each PDF files Link to social media profiles
CMS Berlin App		
<ul style="list-style-type: none"> Basic company entry with company name, address, telephone, fax, email, web address, hall/stand 2 entries in the product group index 	<ul style="list-style-type: none"> Basic company entry with company name, address, telephone, fax, email, web address, hall/stand 6 entries in the product group index 	<ul style="list-style-type: none"> Basic company entry with company name, address, telephone, fax, email, web address, hall/stand 12 entries in the product group index
CMS Berlin Guide		
<ul style="list-style-type: none"> Basic company entry with company name, hall/stand 		



CMS
Cleaning.
Management.
Services.

CMS Berlin Media Data

More visibility in all the media of CMS Berlin

Next trade show: 19 – 22 September 2017

2.2 Upgrades for main exhibitors

Your exhibitor entry in the Virtual Market Place®, CMS Berlin App and in the CMS Berlin Guide

CMS Berlin App	
Full App Upgrade	
<ul style="list-style-type: none"> + all information included in your Media Package will also be displayed in the app 	250 €

CMS Berlin Guide	
Full Print Upgrade	
<ul style="list-style-type: none"> + Logo in the exhibitor directory + Address in the exhibitor directory + Telephone, fax, email, web address in the exhibitor directory + Logo* in the printed hallplan 	490 €

CMS Berlin Virtual Market Place & CMS Berlin App		
<ul style="list-style-type: none"> + Upgrade from Starter to Classic Package + Full App Upgrade 		500 €
<ul style="list-style-type: none"> + Upgrade from Starter to Premium Package + Full App Upgrade 		1,100 €
<ul style="list-style-type: none"> + Upgrade from Classic to Premium Package + Full App Upgrade 		600 €
Entry in the product group index		
<ul style="list-style-type: none"> + 1 additional entry in the product group index 		25 €
Job offers		
<ul style="list-style-type: none"> + 1 job offer with 4,000 char. + 1 picture + 1 contact person incl. address, telephone, fax, email, web address + Visible for 3 months 	60 €	
<ul style="list-style-type: none"> + 3 job offers with 4,000 char. each + 1 picture for each job offer + 1 contact person incl. address, telephone, fax, email, web address + Visible for 3 months 		150 €

*You can find the specifications for your printable logo on page 7.



CMS
Cleaning.
Management.
Services.

CMS Berlin Media Data

More visibility in all the media of CMS Berlin

Next trade show: 19 – 22 September 2017

3. Services and upgrades for co-exhibitors

Your exhibitor entry in the Virtual Market Place®

Services
<p>CMS Berlin Virtual Market Place</p> <ul style="list-style-type: none"> Basic company entry with company name, address, telephone, fax, email, web address, hall/stand Company profile with max. 250 char. incl. spaces 1 entry in the product group index
<p>CMS Berlin App</p> <ul style="list-style-type: none"> Basic company entry with company name, address, telephone, fax, email, web address, hall/stand 1 entry in the product group index
<p>CMS Berlin Guide</p> <ul style="list-style-type: none"> Basic company entry with company name, hall/stand

By purchasing an upgrade to one of the Media Packages you can book many additional services.

With a Starter Package you can already book the following packages:

- Full Print Upgrade p. 5
- Job offers p. 5

Upgrades
<p>CMS Berlin Virtual Market Place & CMS Berlin App</p> <ul style="list-style-type: none"> + Upgrade from co-exhibitor package to Starter Package + Full App Upgrade
<ul style="list-style-type: none"> + Upgrade from co-exhibitor package to Classic Package + Full App Upgrade
<ul style="list-style-type: none"> + Upgrade from co-exhibitor package to Premium Package + Full App Upgrade

310 €

710 €

1,310 €

Entry in the product group index
<p>CMS Berlin Virtual Market Place & CMS Berlin App</p> <ul style="list-style-type: none"> + 1 additional entry in the product group index

25 €



CMS

Cleaning.
Management.
Services.

CMS Berlin Media Data

More visibility in all the media of CMS Berlin

Next trade show: 19 – 22 September 2017

4. Exclusive upgrades for all main and co-exhibitors with a Classic or Premium Package

In the CMS Berlin App and in the CMS Berlin Guide

Visibility Package*

- + Full App Upgrade
- + Logo on the start page of the CMS Berlin App
- + Print Logo next to the floor plan in the CMS Berlin Guide
- + Logo on the start page of the Virtual Market Place®
- + Only 20 places available

Limited!
950 €

Specifications for your printable logo

Requirement	scalable vector graphic
File format	eps, ai
Colour modus	CMYK (Cyan / Magenta / Yellow / Key-colour = black)

This is how you can send us your data

Please send your printable logo via email to:
editorial@virtualmarket.cms-berlin.de

* These services are only available to main and co-exhibitors with a Classic or Premium Package.



CMS
Cleaning.
Management.
Services.

CMS Berlin Media Data

More visibility in all the media of CMS Berlin

Next trade show: 19 – 22 September 2017

5. Advertising packages for the CMS Berlin App

Exclusive pop-up banner on the homepage

- + Exclusive pop-up banner on the homepage of the CMS Berlin App – the banner is linked to the company's entry in the app
- + Full App Upgrade
- + Only one banner available

Exclusive!
3,400 €



Pop-up banner on the homepage of the CMS Berlin App

Exclusive image or video banner on the subpages of the app

- + Exclusive image or video banner on selected subpages – the banner is linked to the company's entry in the app
- + Full App Upgrade
- + Availability is limited to two banners per subpage

Limited!
1,800 €



Image or video banner on selected subpages of the CMS Berlin App

Top banner on the download page for the app

- + Top banner on the download page for the app – the banner is linked to the company's website
- + Full App Upgrade
- + Only one banner available

Exclusive!
2,000 €



Top banner on the download page for the app



CMS
Cleaning.
Management.
Services.

6. Advertising options in the CMS Berlin Guide for all main and co-exhibitors

EXCLUSIVE advertisements in the CMS Berlin Guide

- Front inside cover

Exclusive!
1,800 €

- Back inside cover

Exclusive!
1,800 €

- Back outside cover

Exclusive!
2,200 €

Advertisements on the inside pages

- Advertisements on the inside pages

1,100 €

Specifications for your printed advertisements

Format	DIN A5 upright format (154 x 216 mm including 3 mm bleed on all four sides)
File format	PDF
Maximum file size	20 MB
Resolution	300 dpi
Colour modus	CMYK (Cyan/Magenta/Yellow/Key-colour = black), display black text without colours (100% black)

This is how you can send us your data

Please send your advertisements via email to:
editorial@virtualmarket.cms-berlin.de



CMS
Cleaning.
Management.
Services.

CMS Berlin Media Data

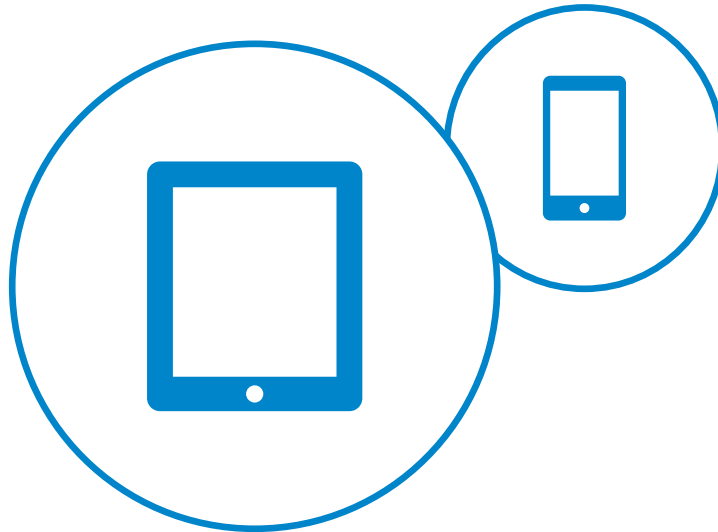
More visibility in all the media of CMS Berlin

Next trade show: 19 – 22 September 2017

7. Online advertising on the CMS Berlin Virtual Market Place

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





CMS
Cleaning.
Management.
Services.

CMS Berlin Media Data

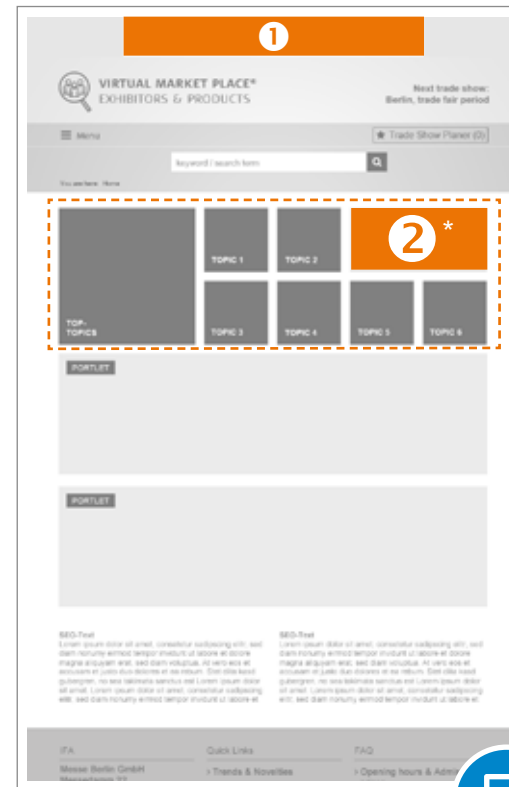
More visibility in all the media of CMS Berlin

Next trade show: 19 – 22 September 2017

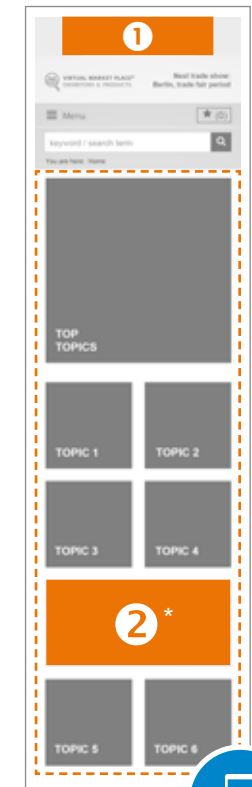
7.1 Banner ad on the start page



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	1,900 €
2 Content Ad	300 x 140	max. 40 kB	jpg, png or gif	1,900 €

The ad sections rotate up to five customers per advertising space. Valid from 07/01/2017 – 06/30/2019.



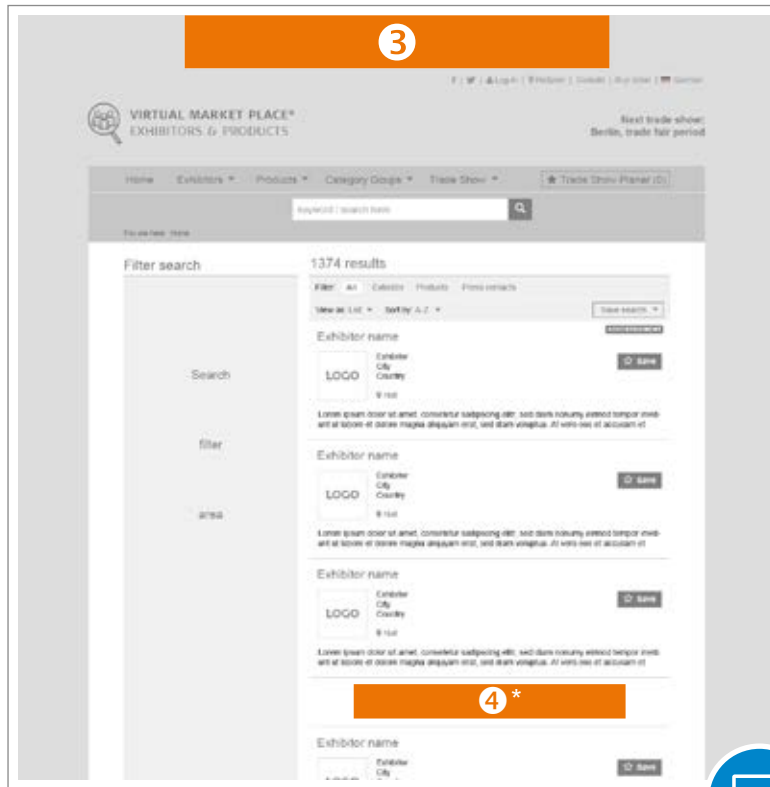
CMS
Cleaning.
Management.
Services.

CMS Berlin Media Data

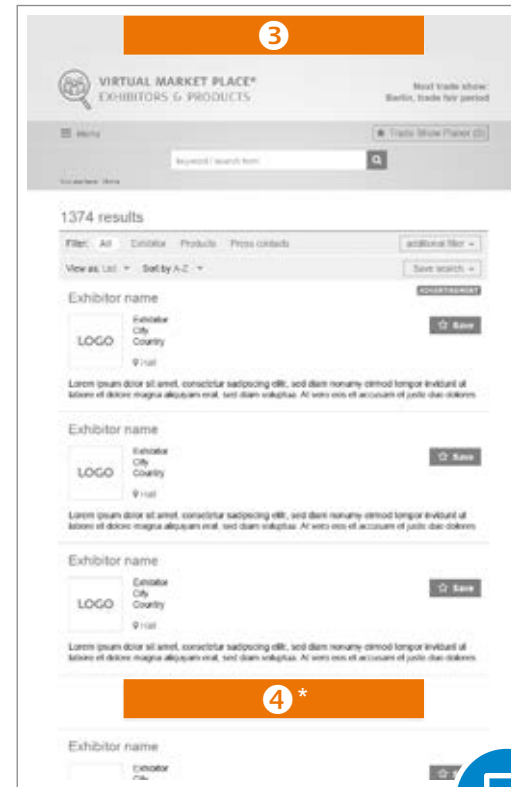
More visibility in all the media of CMS Berlin

Next trade show: 19 – 22 September 2017

7.2 Banner ad 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	1,900 €
4 * Content Ad	468 x 60 (Desktop + Tablet) 234 x 60 (Smartphone)	max. 40 kB max. 15 kB	jpg, png or gif	1,500 €

The ad sections rotate up to five customers per advertising space. Valid from 07/01/2017 – 06/30/2019.

* Positioned after the third search result.



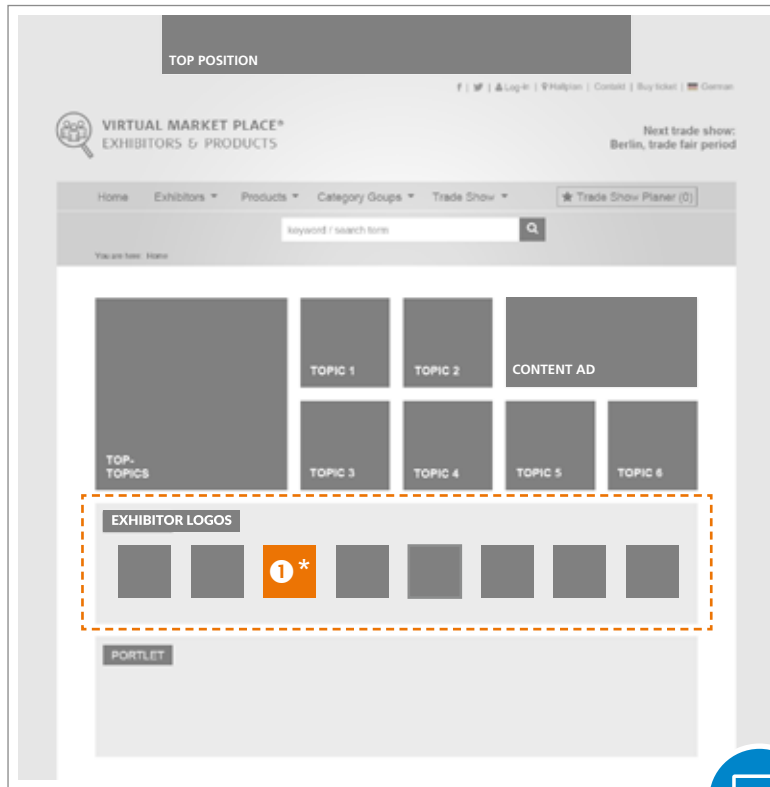
CMS
Cleaning.
Management.
Services.

CMS Berlin Media Data

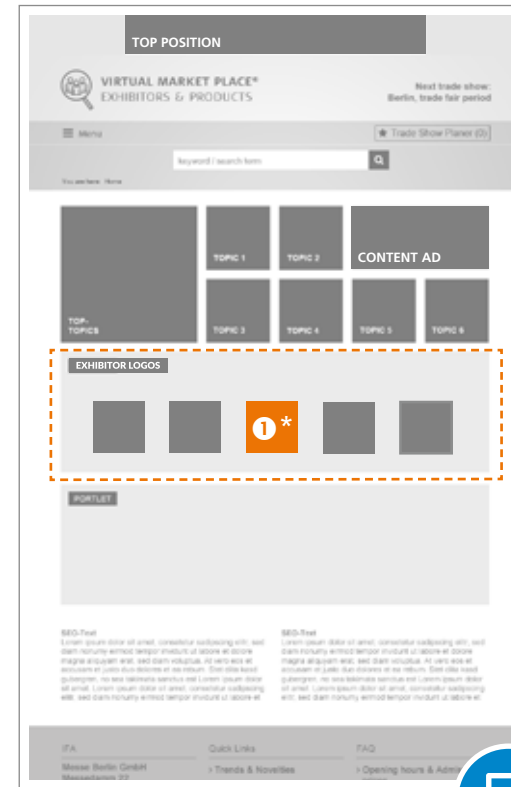
More visibility in all the media of CMS Berlin

Next trade show: 19 – 22 September 2017

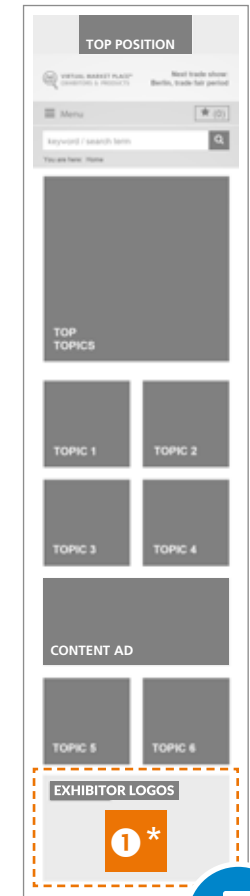
7.3 Exhibitor logo on the start page



Desktop



Tablet



Smartphone

Position	Dimensions (px)	File type	Price
1 Top Position	600 x 600	jpg, oder 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 07/01/2017 – 06/30/2019.

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



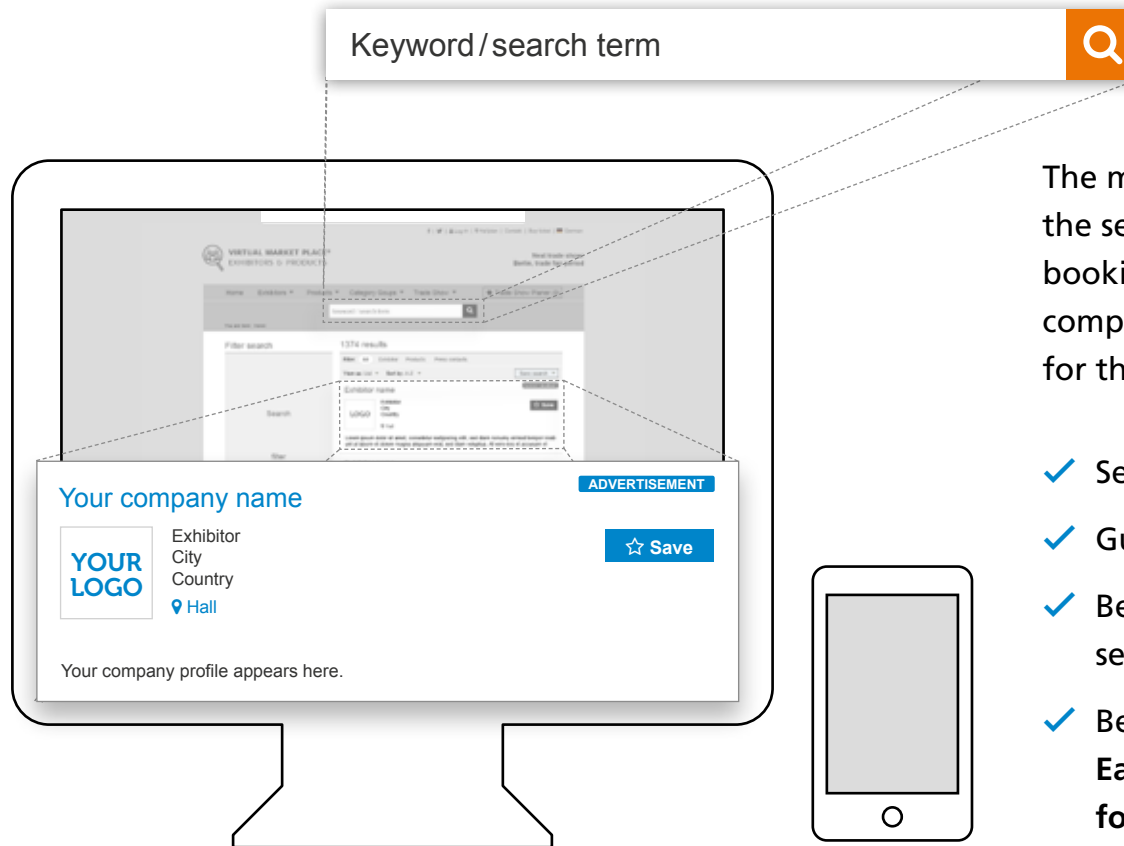
CMS
Cleaning.
Management.
Services.

CMS Berlin Media Data

More visibility in all the media of CMS Berlin

Next trade show: 19 – 22 September 2017

7.4 Top ranking in the search results with Adkeywords* in the Virtual Market Place® & the CMS Berlin App



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.



CMS
Cleaning.
Management.
Services.

CMS Berlin Media Data

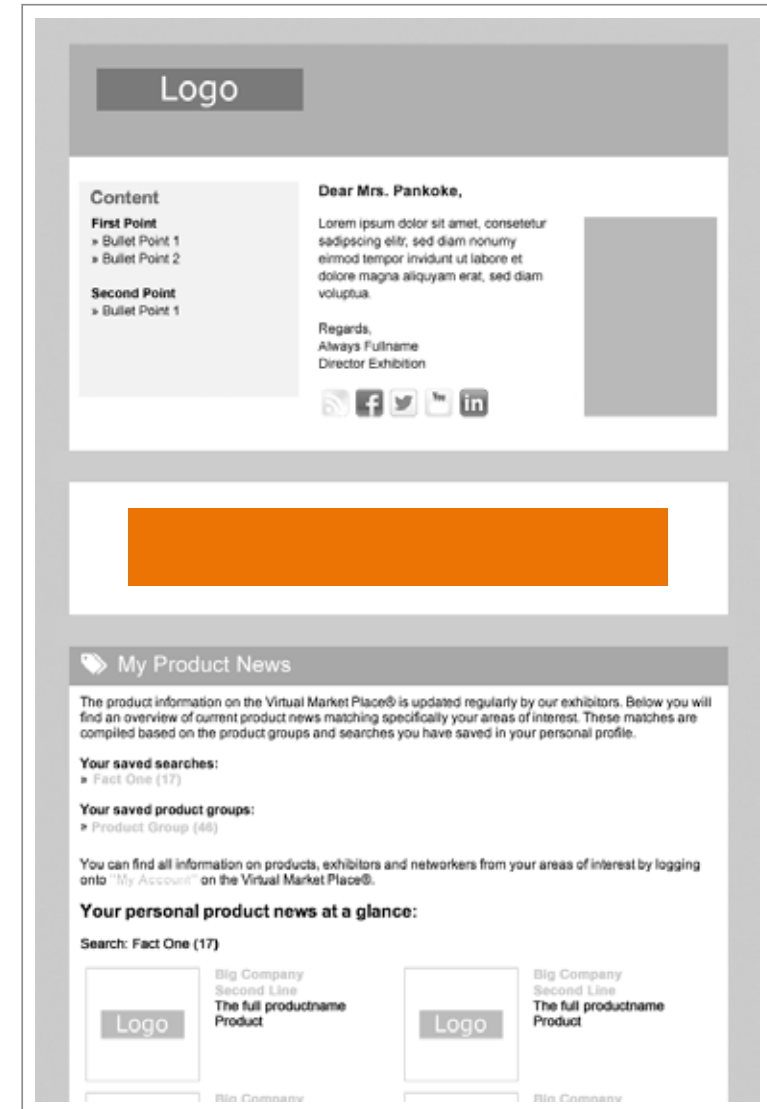
More visibility in all the media of CMS Berlin

Next trade show: 19 – 22 September 2017

8. Banner ad in the CMS Berlin Newsletter

- ✓ Regularly sent to more than 14,500 subscribers (as of January 2017)
- ✓ Personalized newsletter: Subscribers choose their product groups of interest and receive corresponding product information
- ✓ Recipients are trade visitors

	CMS Berlin Newsletter
Subscribers (GER + EN)	over 14,500
Price	600€
Banner dimensions	580 x 60px



CMS Berlin Newsletter



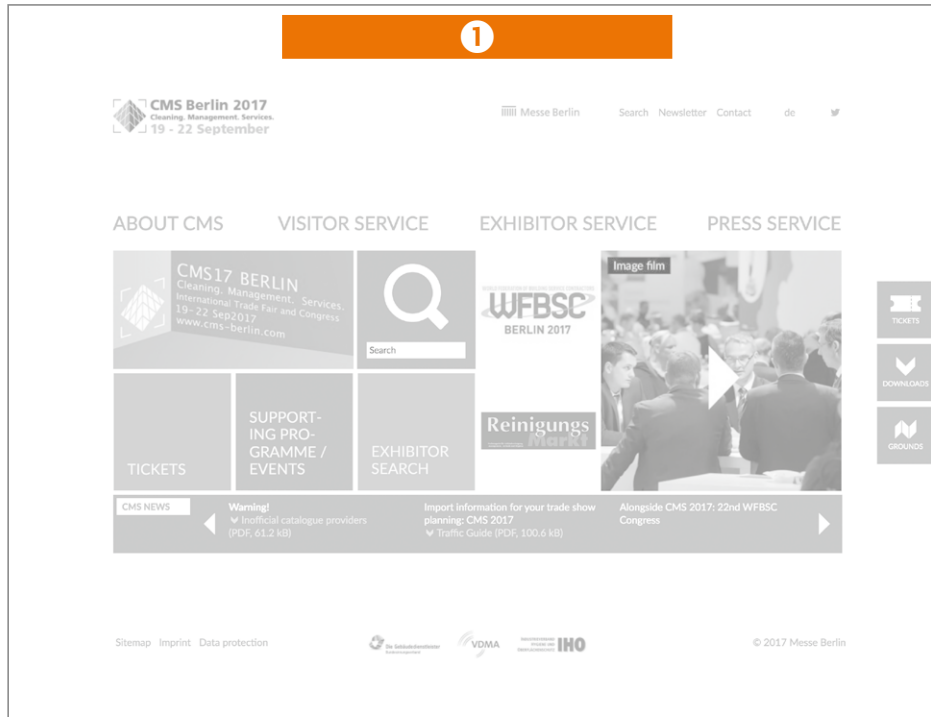
CMS
Cleaning.
Management.
Services.

CMS Berlin Media Data

More visibility in all the media of CMS Berlin

Next trade show: 19 – 22 September 2017

9. Banner ad on the CMS Berlin Homepage



CMS-Berlin.de

Position	Dimensions (px)	File size	File type	Price /week
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 oder gif	1,800 €

The ad sections rotate up to five customers per one advertising space. Bookable from 08/28/2017 – 10/06/2017.

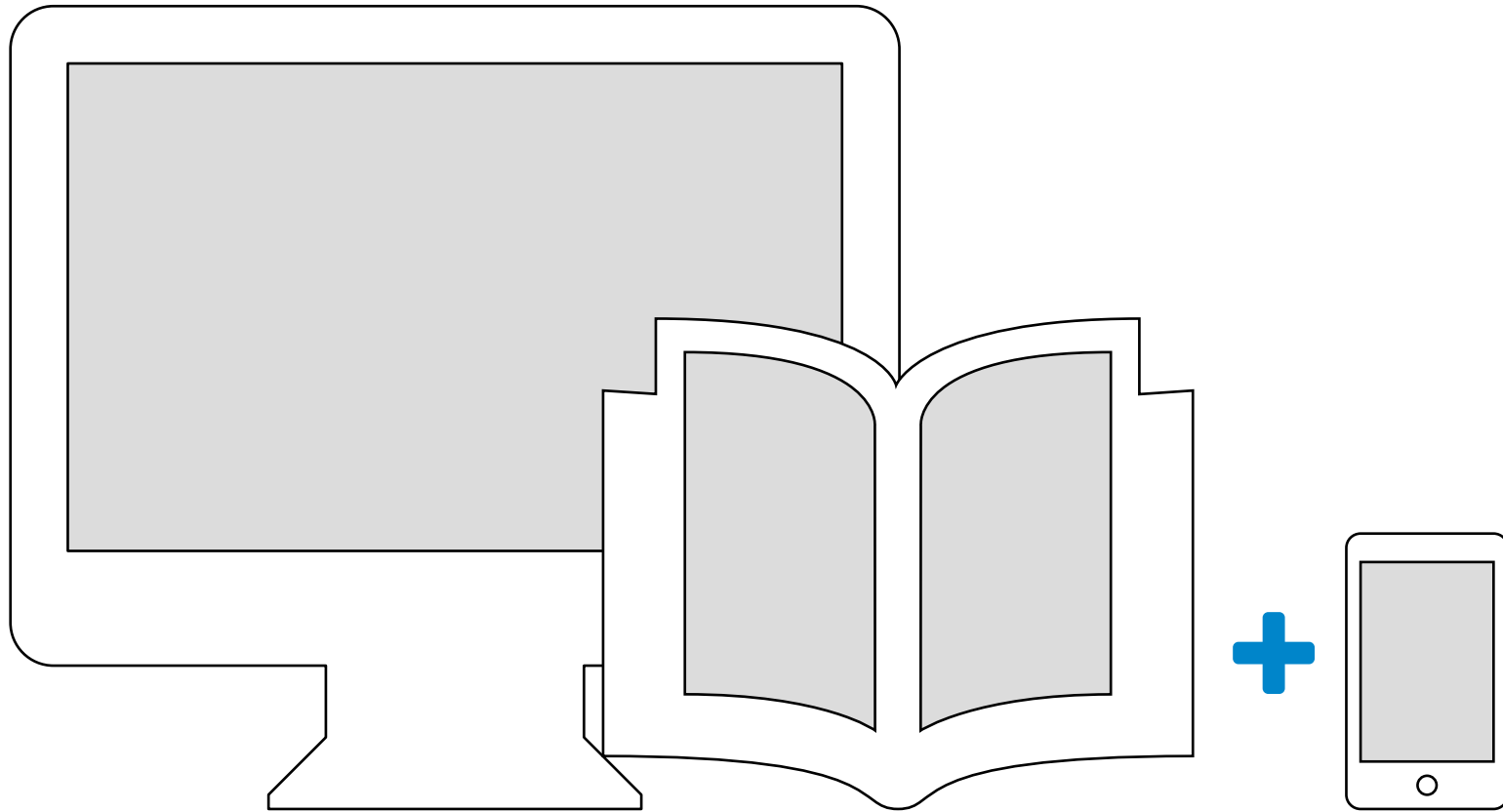


CMS
Cleaning.
Management.
Services.

CMS Berlin Media Data

More visibility in all the media of CMS Berlin

Next trade show: 19 – 22 September 2017



Contact us!

Messe Berlin GmbH
Virtual Market Place®
Online Marketing Team
Messedamm 22
14055 Berlin

T +49 30 3038 2180
F +49 30 3038 2182
editorial@virtualmarket.cms-berlin.de

[Terms and conditions](#)