

**ITB**
BERLIN

NOW

DIGITAL COMMUNICATION – ADDITIONAL MARKETING OPPORTUNITIES

SET YOUR COURSE FOR THE LEAD!

Reach your target audience with your message, logo or campaign motif via a multitude of digital advertising spaces.

Stand out from the competition with an attractive placement in one of our **official ITB Berlin newsletter** addressed to either international exhibitors, our exclusive members of the ITB Buyers Circle or trade visitors.

Or do you want to set your target even more specific? Then our **customized mailings** are the right choice! Via a direct mailing about a specific segment reflected at ITB Berlin NOW, you'll reach the right audience on spot!

If social is your strong side, we also offer a great initiative to spread your message via our various **Social Media** channels with a large group of followers.

NEWSLETTER

MEDIA	YOUR BENEFIT	FORMAT	REACH	PRICE
ITB Berlin Website www.itb-berlin.de	Banner Ad	728x90 (Desktop, max 40 kB) 468x60 (Tablet, max 40 kB) 234x60 (Smartphone, max 15 kB)	2,000,000 page impressions p.a.	1,600 € (price per week)
ITB Berlin Trade Visitor Newsletter	Text ad (sponsored ad)	1 picture (600x400 px), text max. 500 characters incl. spaces + 1 link	> 17,500 subscribers	1,400 €
	Banner ad	580x60 px + 1 link		1,400 €
ITB Berlin Exhibitor Newsletter	Banner ad	580x60 px + 1 link	> 9,000 subscribers	900 €
ITB Berlin Buyers Circle Newsletter	Text ad (sponsored ad)	1 picture (600x400 px), text max. 500 characters incl. spaces + 1 link	> 1,000 subscribers	500 €
	Banner ad	580x60 px + 1 link		500 €
Customized Mailings*	Logo and link		varies	varies
	Text ad (sponsored ad)	1 picture (600x400 px), text max. 500 characters incl. spaces + 1 link		
	Banner ad	580x60 px + 1 link		

*Segment-specific ITB B2B mailings that are sent to ticket holders twice per topic in the period from January to early March and covering the following segments: Business Travel, Career, CSR, Destination, Future, Hospitality, Luxury, Marketing & Distribution, MICE, Travel Technology, Technology Tours & Activities, Wellness & Medical

SOCIAL MEDIA

MEDIA	YOUR BENEFIT	FORMAT	REACH	PRICE
Social Media Week	1 customized single post/tweet per day (5 posts in total)	Facebook: 1 picture (1200x628 px), text max. 250 characters incl. spaces + link or 1 video (max. 180 sec.) Twitter: 1 picture (1600x900 px), text max. 280 characters incl. hashtag + link or 1 video (30 seconds)	Facebook: > 62,505 followers, Twitter: > 31,509 followers, Instagram: > 12,380 followers* *numbers from October 2020	5,000 €
Social Media Month	2 customized single posts/tweets per week (4 weeks, 8 posts in total)	Instagram: 1 picture (1080x1080 px), text max. 250 characters incl. spaces or 1 video (max. 60 sec.)		8,000 €

For more information contact itb-sponsoring@messe-berlin.de