



**theibcdaily**  
2018 Promotional Opportunities



Advertising in the IBC Daily drives business to your stand, maximising opportunities at IBC2018 that can be converted into revenue.

Handed directly to attendees as they arrive at IBC, the unique advertising and editorial combination in the IBC Daily works to increase your business at Europe's largest media, entertainment and technology event.

Enhance your branding, attract visitors to your stand and ensure that your sales team gets face-to-face with your customers.

We employ the best international editorial team in the business to work with exhibitors in each hall of the RAI, throughout the show.

**The IBC Daily is successful, respected, well-read and will help maximise your investment in the show.**

- Taking advantage of one of the promotional opportunities in the IBC Daily ensures that your marketing message is seen by IBC's 57,000 attendees, increasing your brand awareness and attracting visitors to your stand.
- The IBC Daily contains the most up to date news, views and opinions from the exhibition show floor and conference. It contains the latest exhibitor

news, product launches, technical and business features from the market, plus news from industry trade associations.

- Downloads of all digital editions have dramatically increased year on year, giving a wider readership than ever.

Distributed to the 25 hotels most popular with IBC attendees and the RAI at 07:00 each morning.



## Five live issues

The five live issues are handed directly to attendees throughout the day and have extensive print runs, listed below:



**Friday**  
11,000 copies distributed



**Saturday**  
12,500 copies distributed



**Sunday**  
12,500 copies distributed



**Monday**  
12,500 copies distributed



**Tuesday**  
10,000 copies distributed

# IBC Daily Preview

The IBC Daily Preview has been reimagined for 2018 to ensure that the IBC audience and wider media, entertainment and technology industry are provided with more thought leadership and in-depth industry insights than ever before.

Advertising in the IBC Daily Preview edition gives you exposure to IBC's attendees well in advance of the

show, allowing you to reach your target audience before you arrive onsite in Amsterdam.

The IBC Daily Preview includes thought leadership, debate and discussion points that will be continued at IBC, as well as interviews with some of the world's most influential media business thinkers.



## IBC Print Promotional Opportunities

In addition to multiple advertising positions available in the IBC Daily, IBC also provides branding opportunities in our popular onsite print items.

- **Exhibition Catalogue:** Not only is the IBC Exhibition Catalogue an essential guide to all IBC Exhibitors, it is a unique reference point used all year round as the only directory for the industry.
- **Conference Guide:** Make sure that your brand is seen by the 1,700 thought leaders and industry decision makers attending the IBC Conference – a great way to reach prospective clients and drive traffic to your stand.
- **Show Floor Plan:** With a print run of over 25,000 and a limited amount of advertising available, this is a high profile onsite branding opportunity helping your company stand out from the 1,700 exhibitors at IBC.
- **IBC @ a Glance:** Our all-in-one, quick guide to everything at IBC, an advertisement in the IBC @ a Glance will ensure you reach potential customers interested in all areas of the IBC Show.



# IBC Daily Advertising Rates

Daily advertising	£
Tabloid DPS	10,650
Tabloid page	6,530
Junior page	4,730
1/2 page	4,370
1/3 page	4,040
1/2 page Junior tabloid	3,920
1/5 page tabloid	3,470
Centre kiosk advert	4,050

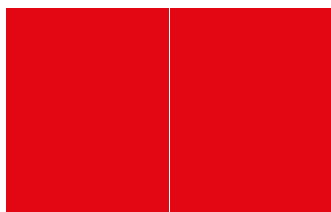
Appears in all five issues

Multiple discounts	% per ad
2 adverts in any issues	7
3 adverts in any issues	15
4 adverts in any issues	25
5 adverts in any issues	30
6 adverts in any issues	35
Adverts in all 7 issues	45

## Material Requirements

- Please supply your advertisements as .pdf files. (PDFX1A2001)
- All layers and transparencies should be flattened before making the .pdf
- Files should be sent to [artwork@ibcdaily.org](mailto:artwork@ibcdaily.org)

## Advert Sizes



### Full Page DPS

Trim: 490mm (w) x 335mm (h)  
Bleed: 495mm (w) x 340mm (h)



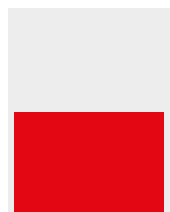
### Full Page

Trim area: 245mm (w) x 335mm (h)  
Bleed area: 250mm (w) x 340mm (h)



### Junior Page\*

181mm (w) x 255mm (h)



### 1/2 Horizontal\*

228mm (w) x 154mm (h)



### 1/2 Vertical\*

111mm (w) x 314mm (h)



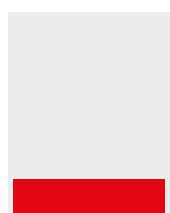
### 1/2 Junior Horizontal\*

181mm (w) x 121mm (h)



### 1/3 Horizontal\*

228mm (w) x 111mm (h)



### 1/5 Tabloid\*

228mm (w) x 60mm (h)



### Kiosk\*

65mm (w) x 85mm (h)

\*All fractional ads are type area only

# The official IBC Daily e-Newsletter before, during and after IBC2018

The IBC e-Daily includes news stories, views and opinion pieces and will be sent to everyone that has registered for IBC2018. There are a limited amount of advertising spaces available, with only 14 IBC e-Daily Newsletters sent in total – before and during the event.

The IBC e-Daily will inform all registered IBC attendees of new products, upgrades, services and unmissable IBC2018 conference sessions. News stories appearing in the IBC e-Daily will be selected by the Editorial Director based on stories submitted to the IBC Daily team of writers through our well-established newsgathering process before, during and after the show.



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The Official Event New

**Agama**  
TECHNOLOGIES  
MEET US AT  
STAND #5.A73

ensure optimo  
**SERVICE QUA**

## Conference Highlights



### Kicking off: IBC Content Everywhere Hub Panel Sessions

IBC2016 is approaching and the line-up for the IBC Content Everywhere Hub panel sessions is coming together. This year the Hub will look at the ability to distribute and consume video content online, which is having a dramatic impact on the broadcast and digital media landscape. Broadcasters are now expanding their audience reach by live-streaming their programmes to smartphone, tablet and computer users and offering video-on-demand catch up services. New over the top (OTT) on-demand video platforms are offering viewers alternatives to traditional linear television channels, giving content creators, brands, corporations, artistic and educational institutions and even individuals the opportunity to More...

## Why before?

This is a great opportunity to contact the whole of the registered IBC database with your message to alert attendees to new products, to book appointments, notify attendees of your stand location, and to give your organisation a competitive edge over the rest of IBC's 1,700 exhibitors.

## Why during?

The 5 e-Newsletters sent during the show are the only way to directly reach IBC's attendees on their devices, targeting them with your key marketing messages, product announcements and news from the show. Use this to drive traffic to your stand and increase your ROI.

### Prices per e-Newsletter

£

Feature two-minute video	3,860
Top MPU (230x190)	2,510
Mid MPU (230x190)	2,150
Leaderboard (600x75)	2,740
Mid-text banner (350x55)	1,710
1/2 MPU (230x75)	1,010

### 12 pre show e-Newsletters

- 16 July
- 30 July
- 6 August
- 13 August
- 20 August
- 27 August
- 3 September
- 10 September
- 12 September

### 5 live show e-Newsletters

- 14 September
- 15 September
- 16 September
- 17 September
- 18 September

### Multiple bookings

### Discount

5 adverts in any e-Newsletter	Get one free
8 adverts in any e-Newsletter	Get two free
10 adverts in any e-Newsletter	Get five free



### IBC e-Daily Advertising Rates

- These are strictly limited to a maximum of 15 positions per e-Daily and maximum of 14 e-Newsletters
- All prices are per send
- Technical specifications: e-Newsletter advertisements must be static .gif files

## Contact Information

Contact the advertising team to get your company message delivered directly to all IBC2018 attendees.

Get in touch today as advertising is strictly on a first come first served basis.

Please contact your IBC Sales Team at [sales@ibc.org](mailto:sales@ibc.org) to start planning your 2018 marketing campaign.