



Marketing Kit



September 07 & 08, 2021, DMEXCO

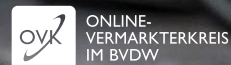
Organizer



Ideational and professional partner,
owner of the DMEXCO brand



With the special participation
of the Circle of Online Marketers (OVK)



Our platform, your message

DMEXCO is a global community and the central meeting point for all major decision-makers in the digital economy, marketing and innovation. We bring together industry leaders, marketing and media professionals as well as technology and innovation drivers in a single place where they can define the digital agenda together.

As a year-round platform, DMEXCO enables marketers to achieve their goals not only during the event, but 365 days a year. Whether brand awareness, traffic generation, user engagement—use the potential of our digital community and reach a top target group of marketing and digital professionals from all over the world.

*The listed media services and conditions are only available to DMEXCO exhibitors, sponsors or partners.



DMEXCO Reach

Social Media

Twitter:	20,600	followers
Facebook:	23,700	fans
Instagram:	5,900	followers
LinkedIn:	13,900	followers
Xing:	14,400	members

Newsletter

Total subscribers:	39,500
German newsletter:	23,000
English newsletter:	16,500

As of September 2021





86%

of the DMEXCO visitors have an impact
on the purchase of media & technology services.

Get more insights in our [Facts & Figures 2021](#)

Executive Level

20%

C-Level

44%

Senior Management



DMEXCO

Marketing Solutions

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1. Social Media Sponsored Post

Place your news, products or events on the DMEXCO social media channels and benefit from the vast reach of our global community!



See all prices!

What you get:

- 1 Post in English or German on 2 of the DMEXCO social media channels:
 - Facebook: English/German
 - Twitter: English/German
 - LinkedIn: English
 - Xing: German
- Paid promotion within the DMEXCO fan base on 1 social media channel (Facebook or LinkedIn) worth €150.00 / Duration: 2 day
- Reporting of the relevant KPIs incl. screenshot of your posts

Let us know which 2 channels you choose for your social media posts & which channel should be used for the paid promotion.

Specifications & Conditions:

- A visual in the appropriate size depending on the channel
- A Social Media copy
- URL your post should link to
- Links to your social media accounts
- Please ensure that the provided image contains less than 20% text. Otherwise a paid promotion is not possible.
- Lead time: min. 1 week

→ Please find all image sizes and text lengths in our [specification overview](#)





2. Social Media Sponsored Story

Encourage interaction with your target group and create an exciting experience!



See all prices!

What you get:

- 1 Story in English or German on our DMEXCO social media channels:
 - Facebook: English/German
 - Twitter: English/German
 - Instagram: English
- Paid promotion within the DMEXCO fan base on 1 social media channel (Facebook or LinkedIn) worth €100.00 / Duration: 1 day
- Reporting of the clicks incl. screenshot of your stories

Specifications & Conditions:

- Content in the appropriate size depending on the channel
- All Social Media formats: Visual, 15-sec Video, Boomerang etc.
- URL your post should link to
- Links to your social media accounts
- Please ensure that the provided image contains less than 20% text. Otherwise a paid promotion is not possible.
- Lead time: min. 1 week

→ Please find all image sizes in our [specification overview](#)





3. Newsletter: Banner Ad

Target and win new customers! With the DMEXCO Newsletter you can reach up to 41,000 marketing professionals.

You have not registered yet? Sign up now for the [DMEXCO Newsletter!](#)

See all prices!

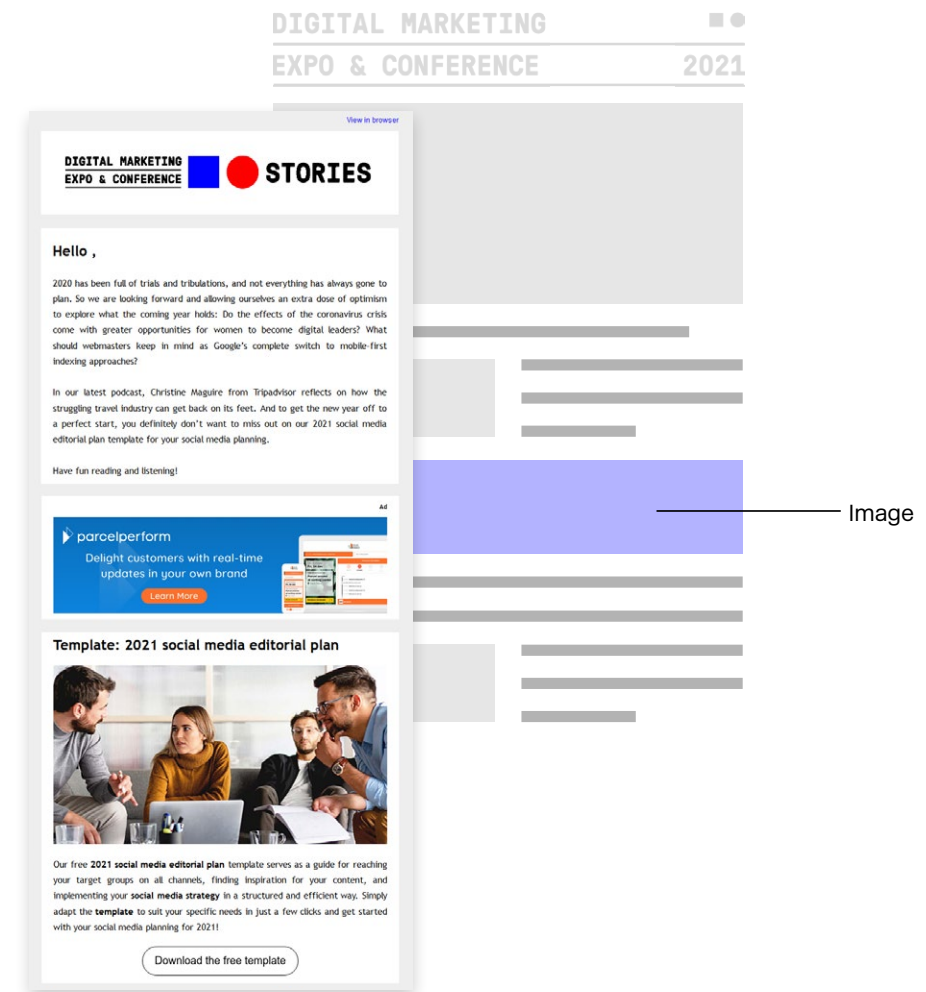
What you get:

- Display banner placement
- Top position after the first editorial teaser in the newsletter
- Publication in the “DMEXCO Stories” or “DMEXCO News” newsletters
- Dispatch to the English and German distribution list
- Forwarding of the sent newsletter as documentation
- Performance reporting of the newsletter

Specifications & Conditions:

- Send us a visual for your newsletter banner ad
- The URL your newsletter banner ad should link to
- For bilingual distribution, delivery of content in German and English
- Lead time: min. 5 working days

→ Please find all image sizes in our [specification overview](#)





4. Newsletter: Native Content Ad

Reduce scattering loss, increase traffic and benefit from maximum relevance by only addressing your relevant target group!

You have not registered yet? Sign up now for the [DMEXCO Newsletter!](#)

See all prices!

What you get:

- Placement of content ad (consisting of image and text)
- Top position after the first editorial teaser in the newsletter
- Publication in the “DMEXCO Stories” or “DMEXCO News” newsletters
- Dispatch to the English and German distribution list
- Forwarding of the sent newsletter as documentation
- Performance reporting of the newsletter

Specifications & Conditions:

- Send us a visual + text for your native content ad
- The URL your native content ad should link to
- For bilingual distribution, delivery of content in German and English
- Lead time: min. 5 working days

→ Please find all image sizes in our [specification overview](#)





5. Stand-Alone Mailing

Draw full attention to your company with a stand-alone mailing that only revolves around you and your topics!

You have not registered yet? Sign up now for the [DMEXCO Newsletter!](#)

See all prices!

What you get:

- Creation of stand-alone mailing based on your ready-to-use texts and images according to our specifications (examples and inspiration can be provided on request)
- Address up to 41,000 subscribers interested in digital business, marketing and innovation
- Dispatch to both the English and the German language mailing lists possible
- Forwarding of the sent mailing as documentation
- Performance reporting including clicks and opening rates

All stand-alone mailings are marked with “special newsletter [name of the company]” as well as “presented by” with inclusion of the company’s logo

Specifications & Conditions:

- A vectorized logo for the integration in the header
- Up to three newsletter banner ads in different sizes
- URL your banner ads should link to
- Introduction text and image texts
- For bilingual distribution, delivery of content in German and English
- Lead time: min. 1 week

→ Please find all image sizes in our [specification overview](#)





6. Stand-Alone Mailing Tracks

Draw full attention to your company with a stand-alone mailing that only revolves around you and your topics!

Learn more about our 3 Tracks: [Tech & Future](#), [Marketing & Media](#), [Business & Society](#)!

See all prices!

What you get:

- Creation of stand-alone mailing based on your ready-to-use texts and images according to our specifications (examples and inspiration can be provided on request)
- Choose one of our 3 Track mailing lists with special interest in: Media, Marketing, Technology, Business and Future
- Dispatch to both the English and the German language mailing lists possible
- Forwarding of the sent mailing as documentation
- Performance reporting including clicks and opening rates

All stand-alone mailings are marked with “special newsletter [name of the company]” as well as “presented by” with inclusion of the company’s logo

Specifications & Conditions:

- A vectorized logo for the integration in the header
- Up to three newsletter banners ads
- The URL your banners ad should link to
- Introduction and image texts
- For bilingual distribution, delivery of content in German and English
- Lead time: min. 1 week

→ Please find all image sizes in our [specification overview](#)





7. Sponsored Story/Interview + Media Coverage

Present your topics with a high level of credibility, draw the attention of our digital marketing audience to your products and reach our international DMEXCO Community! You decide about the format!

Get inspired by the exclusive environment/content of the [DMEXCO Blog!](#)

See all prices!

What you get:

- Curation of the story in English & German by the DMEXCO content team (in the case of bilingual copy translation costs will be billed as incurred) based on your content and a comprehensive briefing including one round of corrections
- Publication on the [DMEXCO Blog](#)
- Distribution as a content ad with reference to your story in the weekly “DMEXCO Stories” newsletter (sent to the English or German distribution list depending on the language)
- Social media promotion: 1 Post in English or German (depending on the language of your story) incl. paid promotion €250.00 / 5 days
- Performance reporting including screenshots and links of your story
- We are open for your individual content formats! Contact the DMEXCO Team with your idea!

Specifications & Conditions:

- You provide the content and the links
- Our content team will curate and finalize the content based on your detailed briefing
- Important: the content and topic should not be very promotional, but provide users with relevant and helpful information
- Web and Highlight image / Newsletter Banner Ad
- Social Media images + links to your accounts
- For bilingual distribution, delivery of content in German and English
- Lead time: min. 2 week

→ Please find all image sizes in our [specification overview](#)





8. Event Calendar + Media Coverage

Promote your own events, stand party, ticket offer or your DMEXCO visit - 365 days a year!

Visit the [DMEXCO Event Calendar](#)!

See all prices!

What you get:

- Highlight listing in the DMEXCO Event Calendar
- Placement as a content ad in the weekly “DMEXCO Stories” or “DMEXCO News” newsletter (sent to the English or German mailing list)
- Social media promotion: 1 Post in English or German on the DMEXCO social media channels (depending on the chosen language)
- Paid promotion within the DMEXCO fan base on 1 social media channel (Facebook, Instagram or LinkedIn) worth €100.00. Duration: 2 days
- Link to your event calendar entry, forwarding of the sent newsletter as well as screenshot of the posts as documentation

Specifications & Conditions:

- You provide the finished event description (text: max. 750 characters incl. spaces), the content for the social media posts / content ad (text length: max. 350 characters incl. spaces) as well as all facts regarding your event
- Calendar image / Highlight image / Newsletter image
- Social media images + links to your accounts
- For bilingual distribution, delivery of content in German and English
- Lead time: min. 1 week

→ Please find all image sizes in our [specification overview](#)

DM EXCO 21

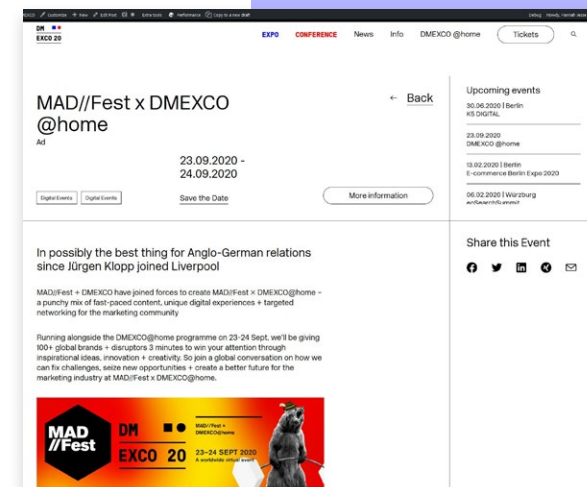
EXPO CONFERENCE News Attending

Event Title

Event Location 07.09.2021
10:00 - 18:00

Invite-Only Buy Ticket

Text





9. Sponsored Podcast Episode

+ Media Coverage

A sponsored episode in our [DMEXCO Podcast](#) is the most comprehensive editorial format and perfectly suited for branding and CEO visibility.

In the DMEXCO Podcast, influential industry experts provide opinions and insights on current topics from marketing, media, business, technology and future.

Sponsored episodes are available upon request. For more information please contact our team via e-mail to podcast@dmexco.com

The screenshot displays the DMEXCO Podcast website interface. At the top, there's a navigation bar with links for EXPO, CONFERENCE, News, Info, and Tickets. The main content area features a podcast episode titled "Chris Denson on the Impact of Trust on Digital Media" under the "TECHNOLOGY" category. It includes a "Back" link, a "Subscribe" button, and a "Hosted by Alex Wunschel | 25.10.2019" note. Below the title is a video player showing two men in a studio setting. To the right, there's a sidebar with "Other Episodes" and a "Share this podcast" section with social media icons. At the bottom, there's a detailed bio of Chris Denson, mentioning his work as an innovator, marketer, and host of the "Innovation Crush" podcast.

*The duration of homepage placement can be up to 7 days depending on content volume



10. Billboard Ad on DMEXCO website

Present your advertising message on the big stage in the carousel header of the DMEXCO website! In the user's direct field of vision, it offers your brand the optimal advertising effect!

Go to [DMEXCO Website](#)

See all prices!

What you get:

- 2nd position in the carousel header on DMEXCO homepage
- Exclusive placement (the billboard banner is always covered by only one customer)
- Four-second rotation with the general DMEXCO slides
- Distribution on the German and English website
- Testing of your banner ad (Screenshot as preview)
- Performance reporting including clicks and views

Specifications & Conditions:

- Billboard banner + Slide Title + Text for CTA
- When creating the graphic, please consider the fixed position of the CTA button that is generated automatically in the backend
- We only accept visuals without any text (text will be generated automatically in the backend)
- Billboard Ad will only dispatch on desktop
- Bilingual publication: the text must be delivered in German and English
- Lead time: 1 week

→ Please find all image sizes and text lengths in our [specification overview](#)





11. Pop-up Ad on DMEXCO website

Increase your brand awareness and ensure high traffic. Promote your content on one of our most popular advertising spaces and leave a lasting impression on your target group.

Your brand. Our community. Content that combines both.

See all prices!

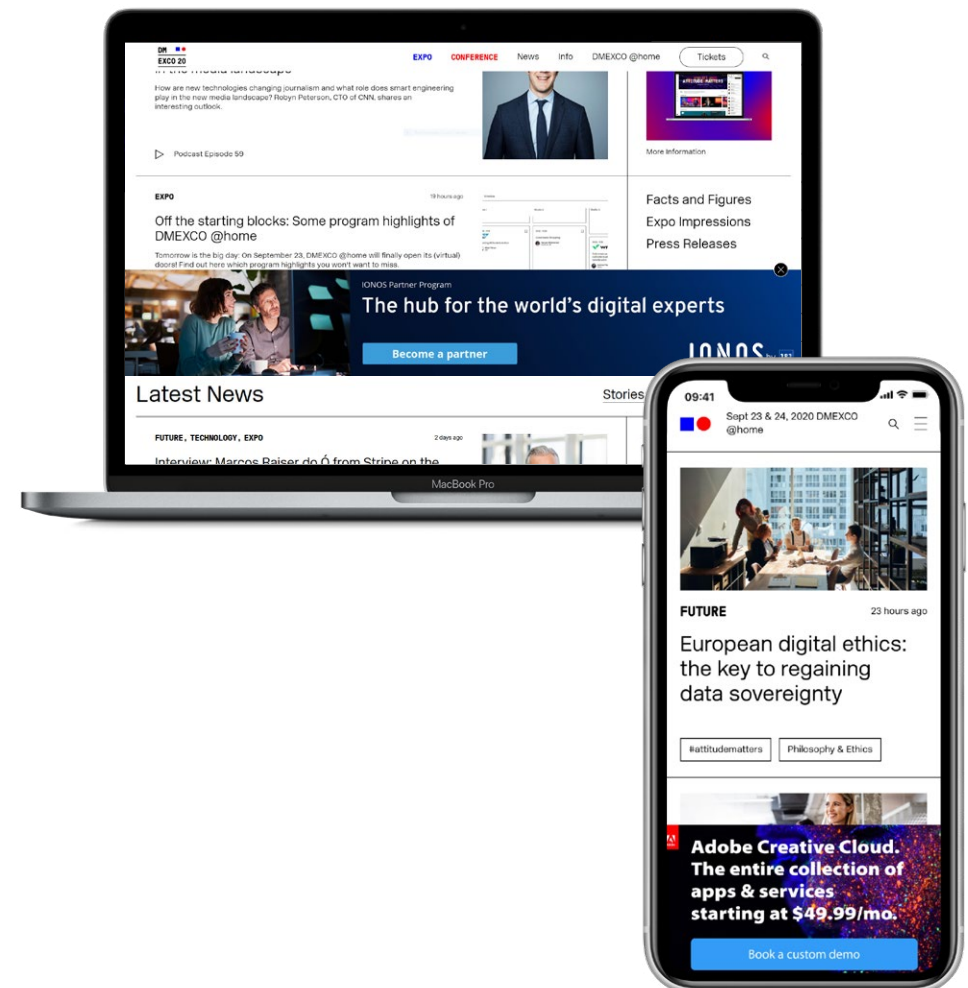
What you get:

- Pop-up Ad on DMEXCO website ,Mainpage'
- Dispatch on desktop, tablet and mobile
- Ad serving once per day per user, max. two times per week
- Testing of your banner ad (Screenshot as preview)
- Distribution on the German and English website
- Performance reporting including clicks and views

Specifications & Conditions:

- Visuals in the appropriate sizes for desktop, tablet and mobile dispatch
- URL your pop-up banner should link to (Landingpage must be available in German and English for bilingual distribution)
- Bilingual publication: the text must be delivered in German and English
- Run-time: 1 week
- Consideration of frequency capping

→ Please find all image sizes and text lengths in our [specification overview](#)





12. Conference Promo Package

You are a speaker at DMEXCO's Conference? Draw the attention of the DMEXCO community to your appearance and make sure you get a slot in everyone's conference schedule

The Conference Promo Package is reserved for our paid formats. [Apply now!](#)

See all prices!

What you get:

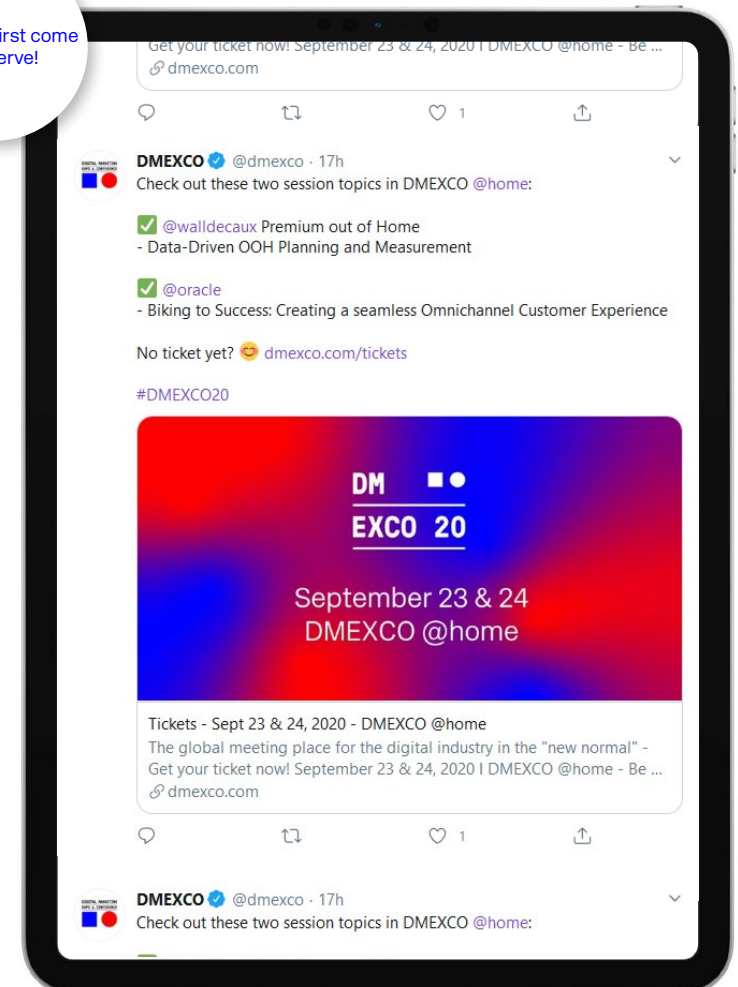
- Social Media promotion on all official DMEXCO channels (Facebook, Instagram Story, Twitter, LinkedIn, Xing)
- Integration in a special newsletter with a native content Ad to our German and English subscribers, 41,000 subscribers in total
- DMEXCO blog: mention in an exclusive announcement article close before DMEXCO
- Bilingual distribution* of all services to get maximum reach

Specifications & Conditions:

- Vectorized logo for the newsletter and blog story integration
- Description of your session max. 350 characters (incl. spaces)
- Bilingual publication: If you do not deliver your session description in both languages, we will take over the translation in our understanding
- Please note that your session must be submitted and have to be approved by DMEXCO's Conference Team
- Lead time: 1 week
- The Conference Promo Packages are limited - First come first serve!

→ Please find all image sizes and text lengths in our [specification overview](#)

Limited - First come first serve!





13. Company Promo Package

Increase your visibility. Maximize your ROI. Generate even more leads at DMEXCO 2021. Get the full attention of our community!

You want to become an exhibitor at DMEXCO 2021? [Apply now!](#)

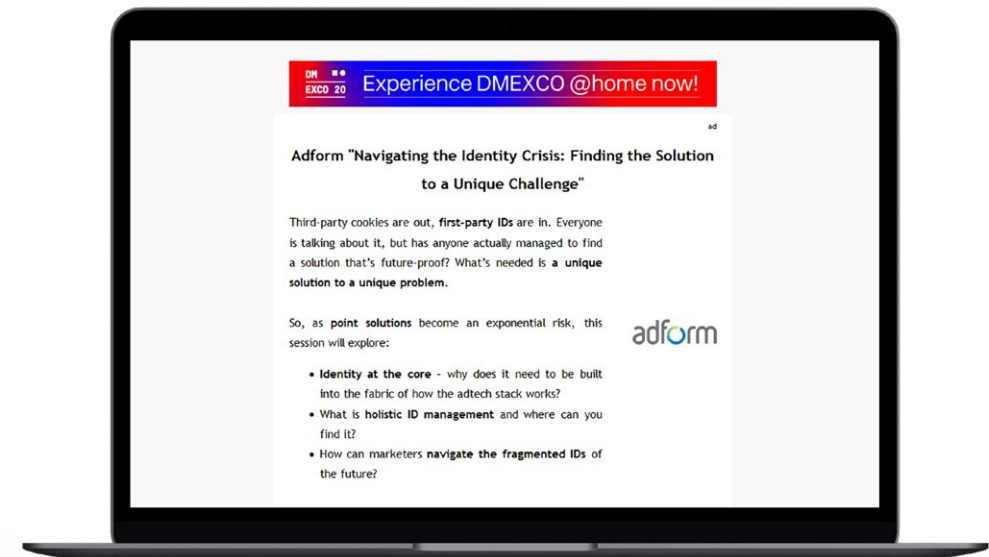
[See all prices!](#)

What you get:

- Social Media promotion on all official DMEXCO channels (Facebook, Instagram Story, Twitter, LinkedIn, Xing)
- Newsletter banner ad in our DMEXCO Stories or DMEXCO News newsletter to our German and English distribution list, 41,000 subscriber in total
- Integration in a topic newsletter (topic will be chosen according to your industry) for a special distribution list including your relevant target group
- Bilingual distribution of all services to get maximum reach

Specifications & Conditions:

- Vectorized logo for the topic newsletter + your message max. 350 characters (incl. spaces)
 - Newsletter banner ad in 560 x 160 px + URL
 - Bilingual publication: If you do not deliver your texts in one language, we do the translation without your approval
 - Please note that the Company Promo Package is preserved for official Exhibitors at DMEXCO 2021
 - Lead time: 1 week
 -
- Please find all image sizes and text lengths in our [specification overview](#)





Pricing

Social Media
Sponsored Post

€ 800

Social Media
Sponsored Story

€ 700

Newsletter : Banner Ad

€ 1,390

Newsletter Native Content Ad

€ 1,390

Stand Alone Mailing

€ 9,390

Stand Alone Mailing Track

€ 3,490

Sponsored Story
+ Media Coverage

€ 3,990

Sponsored Interview
+ Media Coverage

€ 4,490

Event Calendar
+ Media Coverage

€ 1,490

Sponsored Podcast Episode
+ Media Coverage

price upon request

Billboard Ad on Website
Oct-May

Billboard Ad on Website
Jun-Jul

Billboard Ad on Website
Aug-Sep

Billboard Ad on Website
Sep 06-08 (limited)

Pop-up Ad on Website
Oct-May

Pop-up Ad on Website
Jun-Jul

Pop-up Ad on Website
Aug-Sep

Pop-up Ad on Website
Sep 06-08 (limited)

Conference Promo Package
(limited)

Company Promo Package

€ 3,990
per week

€ 5,490
per week

€ 6,290
per week

€ 8,490

€ 2,190
per week

€ 3,190
per week

€ 4,490
per week

€ 6,790

€ 3,250

€ 3,250



Specification Overview

Service

Social Media
Sponsored Post

Social Media
Sponsored Story

Newsletter: Banner Ad

Newsletter: Native
Content Ad

Stand Alone Mailing
+ Stand Alone Mailing Track

Sponsored Story
+ Sponsored Interview

Visual

Facebook: 1200 x 630 px
Twitter: 1024 x 512px
LinkedIn: 550 x 357 px
Xing: 774 x 498 px

Facebook: 1080 x 1920 px
Twitter: 1080 x 1920 px
Instagram: 1080 x 1920 px

560x160 px

560x160 px

Logo -
2x Banner: 560x160 px
1x Banner: 560 x 400 px

Web: 2560 x 800 px
Web Highlight: 2070 x 1035
Newsletter: 560 x 160
Social Media: visuals

Text

Copy: max. 280 characters
(incl. spaces)

-

-

Teaser: max. 350 characters
(incl. spaces)

Introduction: max. 120 words
Image texts: max. 120 words

Blogstory: 600 - 700 words

Link

URL: Social Media accounts

URL: Social Media accounts

URL: Landingpage

URL: Landingpage

URLs: Landingpages

URLs: Social Media accounts

Specification Overview

Service	Visual	Text	Link
Event Calendar	<div>Calendar:2560 x 800 px</div> <div>Highlight:1035 x 1035</div> <div>Newsletter:560 x 160 px</div> <div>Social Media:visuals</div>	<div>Description:div>max. 750 characters (incl. spaces)</div> <div>Social Media copy:div>max. 280 characters (incl. spaces)</div>	<div>URLs:div>to event landing page Social Media accounts</div>
Billboard Ad	<div>Billboard Banner :2560 x 1228 px (visual without text)</div>	<div>Slide title:div>max. 70 - 80 characters (incl. spaces)</div> <div>CTA text:div>max. 20 characters (incl. spaces)</div>	<div>URL:div>Landingpage</div>
Pop-Up Banner	<div>Desktop:2560 x 400 px</div> <div>Tablet:1800 x 530 px</div> <div>Mobile:900 x 480 px</div>		<div>URL:div>Landingpage</div>
Conference Promo Package	<div>Logo</div>	<div>Session description:div>max. 350 characters (incl. spaces)</div>	<div>URL:div>Social Media accounts</div>
Company Promo Package	<div>Logo</div> <div>Newsletter:560 x 160 px</div>	<div>Company message:div>max. 350 characters (incl. spaces)</div>	<div>URLs:div>Landingpage Social Media accounts</div>

General information:

- File format: .png / Pop-up Banner: .png or .mp4
- File size: max. 1 MB
- All text must be delivered in English and German language for bilingual distribution (except for Conference Promo Package)
- Always remember to send the links to your Social Media accounts to make sure we can tag you



Contact

DMEXCO Marketing Team



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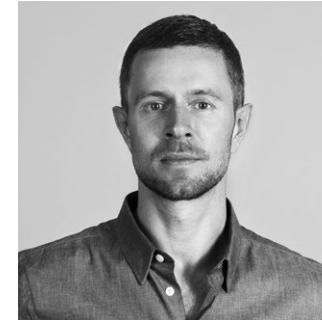
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What are you waiting for? Fill out the [order form](#) now or **let us advise you!**

Please read our **general services**.