

Online Advertising offer

16-17-18
NOVEMBER
2011

let's talk shop
mapic 

Palais des Festivals
Cannes
France
www.mapic.com

Product list

- | | | |
|-------|--|-------|
| p 4-5 | All website banner - Large rectangle 300x250 (expand available)
6 advertisers max in rotation - Duration from 15 April 2011 to 15 april 2012
<i>(included Homepage, Why mapic, Country insights, register, people&companies, programme, prepare, promote, press, partners)</i> | €4990 |
| p 6 | All website banner - Medium top rectangle 234x60
6 advertisers max in rotation - Duration from 15 April 2011 to 15 april 2012
<i>(included Homepage, Why mapic, Country insights, register, people&companies, programme, prepare, promote, press, partners)</i> | €3200 |
| p 7 | Homepage banner - Large rectangle 300x250 (expand available)
6 advertisers max in rotation - Duration from 15 April 2011 to 15 april 2012 | €2990 |
| p 8 | Homepage banner - Medium top rectangle 234x60
6 advertisers max in rotation - Duration from 15 April 2011 to 15 april 2012 | €1960 |
| p 9 | Homepage banner - Fullscreen 640x480
5 advertisers max in rotation - Duration: from 2 months before the show to the end of the show
Advertising is displayed two times for each unique visitor | €4635 |
| p10 | Online community banner - Top Categories + keywords banner 728x90
Duration: from the 2011 community launch to the 2011 community end | €3900 |
| p 11 | Online community - Advanced company profile
Know who visited your profile, download the list + company focus in search results | €249 |
| p 12 | Show news banner - Medium rectangle 234x60 | €1185 |
| p 13 | Mobile application logo - Exclusive advertiser | €2900 |
| p 14 | Technical specifications | |



Where else can you find this ?

- 1 Guaranteed exposure:** 100% of the banners displayed are viewed by people
- 2 High ROI:** the cost per target on the online is very attractive, compare!
- 3 Animated creative:** you can show several messages and put video files!
- 4 Updated content:** banners can be replaced at any time
- 5 Interactive click through action:** people can go further and click on the banner to see your website
- 6 Detailed statistics:** our Google ad-server provides many stats on your campaign
- 7 A high exposure:** people spend an average of **14 minutes** on the online community
- 8 An international context:** **155 countries** recorded by Google Analytics stats

→ All sections banner

Your banner will be displayed on all mapic.com webpages.
This product is great for a **massive campaign** the include a **high number of ad viewed on a large banner**

All sections statistics

Page views: **160 000**

(01 Sept to 30 Nov)

HOME | MIPIM | MIPIM ASIA | **MAPIC** | ONLINE COMMUNITY | CONTACT US

WHY MAPIC | COUNTRY INSIGHTS | REGISTER | PEOPLE & COMPANIES | PROGRAMME | PREPARE | PROMOTE | PRESS | PARTNERS

Home > MAPIC > Programme

View MAPIC 2010 edited conference sessions on video

Visit us on our stand R32-11
[Advertise here](#)

View the 2010 programme of conferences

- [Full programme of conferences](#)
- [At a glance programme of conferences](#)
- [Votre programme en français](#)

Your banner HERE

[Advertise here](#)

MAPIC 2010 Interactive Floorplan
[Locate our conference rooms](#)

Large rectangle **300x250** (expand available) - 6 advertisers max in rotation – Duration : 15 April 2011 to 15 April 2012
(included Homepage, Why mapic, Country insights, register, people&companies, programme, prepare, promote, press, partners)

€ 4990

All website banner

Your banner will be displayed on all mapic.com webpages.
This product is great for a **massive campaign** the include a **high number of ad viewed** on a **expandable banner**

All sections statistics

Page views: **160 000**

(01 Sept to 30 Nov)

HOME | MIPIM | MIPIM ASIA | **MAPIC** | ONLINE COMMUNITY | CONTACT US

WHY MAPIC | COUNTRY INSIGHTS | REGISTER | PEOPLE & COMPANIES | PROGRAMME | PREPARE | PROMOTE | PRESS | PARTNERS

Home > MAPIC > Programme

View MAPIC 2010 edited conference sessions on video

Visit us on our stand R32-11
Advertise here

View the 2010 programme of conferences

- Full programme of conferences
- At a glance programme of conferences
- Votre programme en bref

Also available in expand format when mouse over

Wrap up session keynote session - C

Wrap up session | Spotlight on | Retail | Speed Matching -

Advertise here

MAPIC 2010 Interactive Floorplan
Locate our conference rooms

Large rectangle **300x250** (expand available) - 6 advertisers max in rotation – Duration : 15 April 2011 to 15 April 2012
(included Homepage, Why mapic, Country insights, register, people&companies, programme, prepare, promote, press, partners)

€ 4990

All website banner

Your banner will be displayed on all mapic.com webpages.
This product is great for a **massive campaign** the include a **high number of ad viewed** on a **medium Top banner**

All sections statistics

Page views: **160 000**

(01 Sept to 30 Nov)

HOME | MIPIIM | MIPIIM ASIA | **MAPIC** | ONLINE COMMUNITY | CONTACT US

WHY MAPIC | **COUNTRY INSIGHTS** | **REGISTER** | **PEOPLE & COMPANIES** | **PROGRAMME** | **PREPARE** | **PROMOTE** | **PRESS** | **PARTNERS**

Home ↑ MAPIC > Programme ↑

View MAPIC 2010 edited conference sessions on video

View the 2010 programme of conferences

- Full programme of conferences
- At a glance programme of conferences
- Votre programme en bre

On January 1st, 2011

IOSIS joined egis

A major group with great ambitions
www.egis.fr

egis

Advertise here

MAPIC 2010 Interactive Floorplan

Locate our conference rooms

Wrap up session keynote session - Chris Igwe

Wrap up session | Spotlight on | Retail | Speed Matching -

Medium rectangle **234x60** - 6 advertisers max in rotation – Duration : 15 April 2011 to 15 April 2012
(included Homepage, Why mapic, Country insights, register, people&companies, programme, prepare, promote, press, partners)

€ 3200

→ Homepage banner

Target **the first webpage** clients enter when they come on Mapic.com ! This product has a strong **large visibility** on a major page.

All sections statistics

Page views: **70 000**

(01 Sept to 30 Nov)

The screenshot shows the MAPIC 2011 homepage. At the top, there is a navigation bar with links: HOME, MIPIM, MIPIM ASIA, MAPIC, ONLINE COMMUNITY, and CONTACT US. Below this is a secondary navigation bar with links: WHY MAPIC, COUNTRY INSIGHTS, REGISTER, PEOPLE & COMPANIES, PROGRAMME, PREPARE, PROMOTE, PRESS, and PARTNERS. The breadcrumb trail shows 'Home > MAPIC'. The main header features the MAPIC logo, the dates 'November 16-18, 2011', and the location 'Cannes, France'. A large red rectangle is overlaid on the right side of the page, containing the text 'Your banner HERE'. A red arrow points from the top left towards the 'Home > MAPIC' breadcrumb. Another red arrow points from the top right towards the 'Visit us on our stand R32-11' link. Below the main header, there is a section titled 'Let's talk shop at MAPIC 2011' with a photo of a busy trade show floor. Below the photo is the text 'More opportunities to talk business at MAPIC 2010 with +10% participants.' At the bottom of the page, there are three smaller sections: 'mipim world blog' with social media icons, 'MAPIC 2010 overview' with a photo of a trade show, and 'Conference sessions on video' with a photo of a conference.

Visit us on our stand
R32-11

[Advertise here](#)

Your banner
HERE

[Advertise here](#)

Save money. Claim your tax refund

Quickly and easily apply for a **Value Added Tax (VAT)** refund at the end of the market.

Top keynote speakers at MAPIC 2010

Large rectangle **300x250** - 6 advertisers max in rotation – Duration : 15 April 2011 to 15 April 2012
(included Homepage, Why mapic, Country insights, register, people&companies, programme, prepare, promote, press, partners)

€ 2990

→ Homepage banner

Target the **first webpage** clients enter when they come on Mapic.com ! This product has a strong **large visibility** on a major page.

All sections statistics

Page views: **70 000**

(01 Sept to 30 Nov)

The screenshot shows the MAPIC 2011 website homepage. At the top is a navigation bar with links: HOME, MIPIM, MIPIM ASIA, MAPIC, ONLINE COMMUNITY, CONTACT US. Below this is a secondary navigation bar with links: WHY MAPIC, COUNTRY INSIGHTS, REGISTER, PEOPLE & COMPANIES, PROGRAMME, PREPARE, PROMOTE, PRESS, PARTNERS. A breadcrumb trail shows 'Home > MAPIC' with a red arrow pointing to it. The main header features the 'mapic' logo (The international market for retail real estate), the dates 'November 16-18, 2011', and the location 'Cannes, France'. The main content area is titled 'Let's talk shop at MAPIC 2011' and includes a large photo of a busy trade show floor. Below the photo is the text 'More opportunities to talk business at MAPIC 2010 with +10% participants.' To the right of the main content, there are two 'Advertise here' spots. The top one is a grey box with the text 'Your banner HERE' and 'Advertise here'. The bottom one is a larger image with the text 'Visit the Barcelona-Catalonia stand Lerins Hall LR2.10' and 'Advertise here'. At the bottom of the page, there are three smaller promotional boxes: 'mipim world blog' (MAPIC launches its blog), 'MAPIC 2010 overview', and 'Conference sessions on video'. On the right side, there are two more promotional sections: 'Save money. Claim your tax refund' (Quickly and easily apply for a Value Added Tax (VAT) refund at the end of the market.) and 'Top keynote speakers at MAPIC 2010'.

Medium rectangle **234x60** - 6 advertisers max in rotation – Duration : 15 April 2011 to 15 april 2012

€ 1960

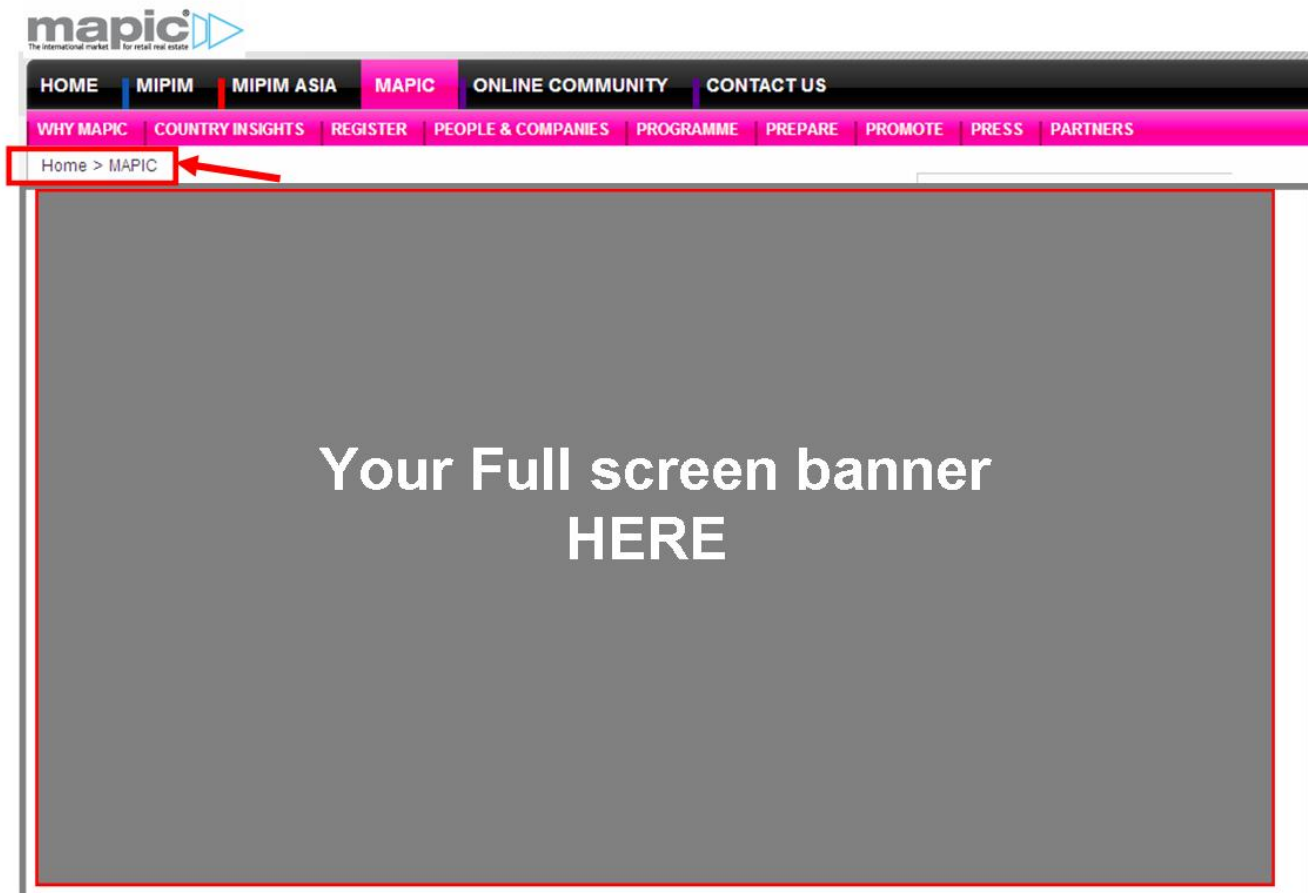
→ Homepage fullscreen

Target **100%** of your online targets with the fullscreen. Very high click rate from 1,5% to 6 % !

Fullscreen statistics

Unique visitors: **15 000**

(01 Sept to 30 Nov)

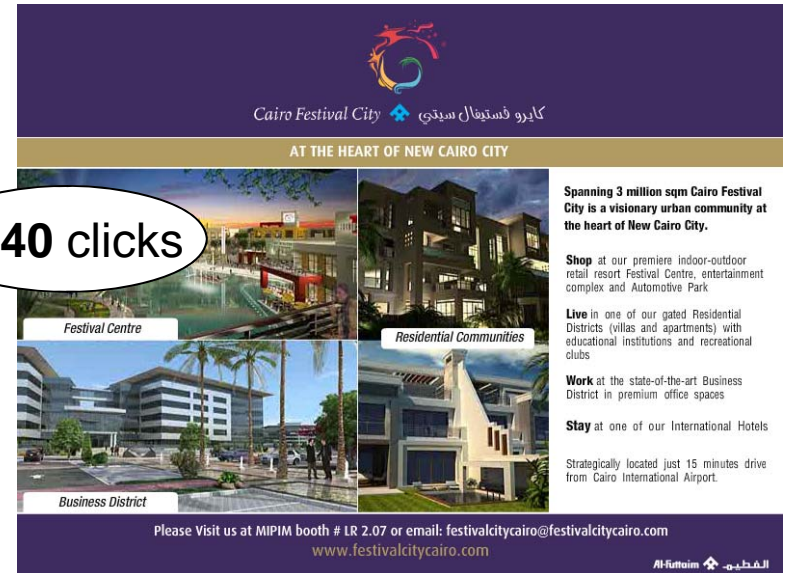


Fullscreen **640x480** - 5 advertisers max in rotation - 7s duration

Duration from 2 months before the show to the end of the show - Advertising is displayed two times for each unique

€ 4635

→ Homepage fullscreen samples



→ Online community banner

Target people from **your business** activity.

Choose 2 sections and Keywords and make your banner appears in the top of the page

Online community statistics

Page views: **700 000**

Average time spent : 14 min

(01 Sept to 30 Nov)

- 1 Top categories banner** : your banner appears on categories of your choice
- 2 keywords banner** : your banner appears with keywords of your choice

The screenshot shows the 'ONLINE COMMUNITY' section of the MIPIM website. The navigation bar includes 'HOME', 'MIPIM', 'MIPIM ASIA', 'MAPIC', 'ONLINE COMMUNITY', and 'CONTACT US'. The main content area is titled 'London Exhibitors' and features a search bar with the keyword 'photo'. A large banner for Canon is displayed at the top of the search results, with the text 'Delighting You' and 'Anytime Anywhere'. The search results list includes 'Photo Gifts World' and 'Think Tank Photo'. On the left side, there are filters for 'Domain' and 'Gender'. The 'Domain' filter is circled in red and labeled with a red '1', and the search bar containing the keyword 'photo' is also circled in red and labeled with a red '2'. Red arrows point from these filters to the banner.

PACKAGE **1** + **2** = € 3900

➔ Online community advanced company profile

Know who visited your profile and download the complete list of it !

Extend your number of products described from 3 to 10, it will boost your visibility

1 Enable the option and have access to Exclusive info!

Non activated

They have visited your profile

18 visitors have viewed your profile
8 visitors have bookmarked your profile

International Manager
Tradeshow Coordinator
Managing Director

> See more

Activated

They have visited your profile

> 18 visitors have viewed your profile
> 8 visitors have bookmarked your profile

AHN MANN
International Manager
INDEPENDENT TY

Andy HA
Tradeshow Coordinator
PRODUKTION ASSOCIATION

Kathy UL
Managing Director
ASSOCIATION

> See more visitors
> 9 visitors have bookmarked your company profile

Download results

- Participant Surname
- Participant Firstname
- Job Title
- EMAIL if people let it available
- Company Name
- Company Address
- Country
- Booth Number
- Company Phone
- Company Fax
- Company Website


2 Extend your product description from 3 to 10

PACKAGE 1 + 2 = €249



Show news banner

Your banner in one shownews, sent to over 30 000 clients and prospects



This message is about
Shownews 3

NOVEMBER 17 - 19, 2010 | PALAIS DES FESTIVALS, CANNES, FRANCE


OPPORTUNITIES ABOUND FOR SAVVY INVESTORS

MAPIC helps investors to capitalise on the economic recovery by showcasing profitable opportunities. The 650 leading retail investors already registered for MAPIC will be able to select high-performance projects, co-invest in promising retail funds, and acquire accurate information on city centre investments.

Breaking News

Register by October 15 to be listed in the Guide

Participants who register by October 15 will be listed in the 2010 MAPIC Guide and will receive €100 off their registration fee. Distributed to thousands of industry professionals, the MAPIC Guide is the who's who of the real estate industry. [Register now](#)



**Your banner
HERE**

**Your banner
HERE**

Medium rectangle **234x60**

€ 1185

→ Mobile iphone application logo

- > On the homepage
- > In the 2 top viewed sections : Speakers and Program section

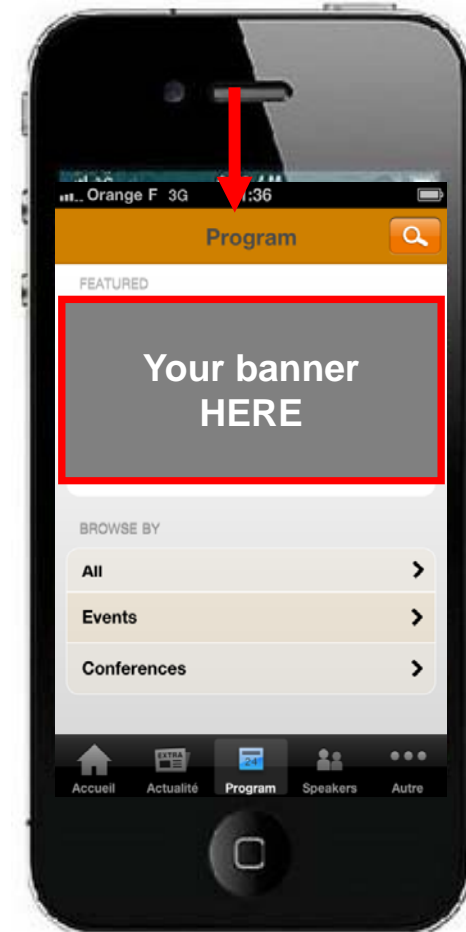
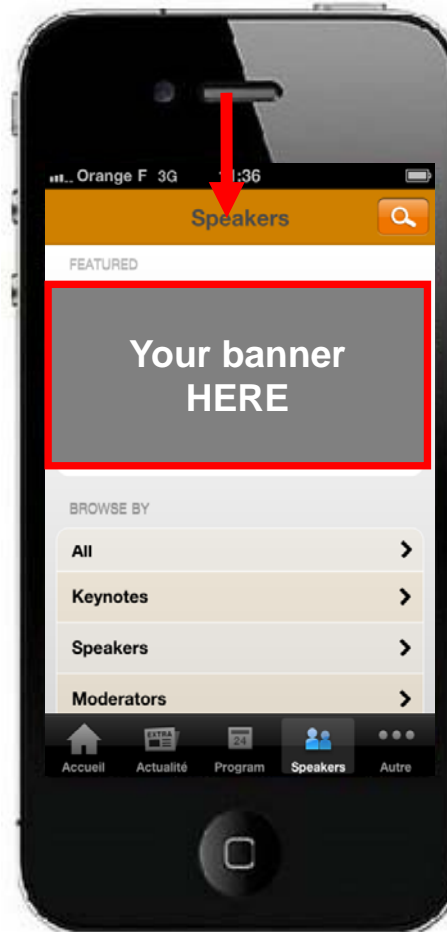
Mobile app statistics

Downloads: 1100

Hits: 6000

Exclusive advertiser

100% of the users will see your banner



€ 2900

TECHNICAL SPECIFICATIONS

■ Large rectangle (Homepage, all sections)

-> Choice 1: AN IMAGE CREATIVE

- * Provide us a .gif or .jpeg file, 300x250, 50ko max weight - 72dpi max
- * Provide us a url to link on (Ex: <http://www.your-site.com>)
- * If animated, no timer

-> Choice 2: A FLASH CREATIVE

- * Flash 6 or more - 300X250 - AS 2 - 50ko max weight-No timer
- * Provide us The .swf file, the back up .gif (for computers without flash)
- * Provide us the url to link on. (Ex: <http://www.your-site.com>)

* For the expand, please contact us

■ Full screen

-> Choice 1: AN IMAGE CREATIVE

- * Provide us a .gif or .jpeg file, 640x480, 60ko max weight - 72dpi max
- * Provide us a url to link on (Ex: <http://www.your-site.com>)
- * If animated, no timer

-> Choice 2: A FLASH CREATIVE

- * Flash 6 or more - 640x480 - AS 2 - 60ko max weight-No timer
- * Provide us The .swf file, the back up .gif (for computers without flash)
- * Provide us the url to link on. (Ex: <http://www.your-site.com>)

■ For all flash banners please insert the click tag:

```
// Action script
on (release)
{
  getURL(_level0.clickTag, "_blank");
}
```

■ Medium rectangle (Homepage, all sections)

-> Choice 1: AN IMAGE CREATIVE

- * Provide us a .gif or .jpeg file, 234x60, 35ko max weight - 72dpi max
- * Provide us a url to link on (Ex: <http://www.your-site.com>)
- * If animated, no timer

-> Choice 2: A FLASH CREATIVE

- * Flash 6 or more - 234x60 - AS 2 - 35ko max weight-No timer
- * Provide us The .swf file, the back up .gif (for computers without flash)
- * Provide us the url to link on. (Ex: <http://www.your-site.com>)

■ Medium rectangle (show news only)

-> AN IMAGE CREATIVE

- * Provide us a .gif or .jpeg file, 234x60, 35ko max weight - 72dpi max
- * Provide us a url to link on (Ex: <http://www.your-site.com>)
- * If animated, no timer

■ Keywords + category banner (Online community)

-> Choice 1: AN IMAGE CREATIVE

- * Provide us a .gif or .jpeg file, 728x90, 45ko max weight - 72dpi max
- * Provide us a url to link on (Ex: <http://www.your-site.com>)
- * If animated, no timer

-> Choice 2: A FLASH CREATIVE

- * Flash 6 or more – 728x90 - AS 2 - 45ko max weight-No timer
- * Provide us The .swf file, the back up .gif (for computers without flash)
- * Provide us the url to link on. (Ex: <http://www.your-site.com>)