

Online advertising 2012



Why choosing Online Advertising?

- **You can have animated creative:**
video, trailers, expand banners etc...
- **You can update your content:**
banners can be replaced at any time
- **You have an interactive click through action:**
people can go further and click on the banner to see your website
- **We provide you detailed statistics:**
our Google ad-server provides many statistics to measure the performance of your campaign
- **Your brand have a high exposure:**
people spend an average of 11 minutes on the Online Community
- **Your ads are worldwide viewed:**
163 countries recorded by Google Analytics stats

Products List

Advertising on the website:

P.4	All Website - Large banner 300x250 (expand available) - 6 advertisers max in rotation	€6,195
P.5	All Website - Medium banner 234x60 - 6 advertisers max in rotation	€2,490
P.6	Homepages (included MIPIMWorld Homepage) - Large banner 300x250 - 2 advertisers max in rotation	€3,780
P.7	Homepages (included MIPIMWorld Homepage) - Medium banner 234x60 - 7 advertisers max in rotation	€1,995
P.8	Homepage Fullscreen - 5 advertisers max - Between January and March 2012, a 5-7 seconds full screen advertising is displayed twice for all unique visitors	€4,750

Advertising on the Online Database:

P.9	Online Database content targeted banner in search results - Top page 728x90 - Choose one category to appear in rotation (max 3 advertisers / category)	€3,900
P.10	Online Database sponsored highlight in search results - Choose one category to appear in (max 3 advertisers / category, no rotation)	€990
P.11	Online Database advanced company profile in search results - Know who viewed / bookmarked your profile and download the list - Highlighted background in the results list	€265

Advertising on the Shownews:

P.12	Shownews Banner - Medium banner 234x60	€999
	Shownews Banner - Large banner 300 x 250	€1998

Advertising on the Mobile:

P.13	Exclusive sponsorship banners in the MIPIM iphone application	€2,900
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All MIPIM Website « Large banner »

POWERFUL

- Large ad format
- **100%** of the MIPIM audience reached
(150 000 Unique Visitors*)
- Expand/video options **for free**
- Duration: **ONE year** (Until Sept 2013)

The screenshot shows the MIPIM World website interface. At the top, the logo 'mipim world' is followed by the tagline 'Connecting property professionals'. Navigation tabs include HOME, MIPIM, MIPIM ASIA, MAPIC, ONLINE COMMUNITY, and CONTACT US. A secondary navigation bar lists categories like WHY MIPIM, COUNTRY INSIGHTS, REGISTER, PEOPLE & COMPANIES, PROGRAMME, PROMOTE, PREPARE, PRESS, and PARTNERS. The main content area features a large banner for the MIPIM event in Cannes, France, with the text 'Build connections March 6 - 9, 2012, Cannes, France'. Below this, there is a section for 'MIPIM - the world's premier real estate event for professionals' and a 'FAST PATH' section with buttons for 'The essentials', 'Exhibitor', and 'Visitor'. A large red box on the right side of the page contains the text 'YOUR AD' and 'Advertise here'.

- ✓ Format : 300x250 Large banner
- ✓ **6 Advertisers** max in rotation

➔ **€6,195**

*Data collection: January, February, March 2011

All MIPIIM Website « Top page banner »

POWERFUL

- Top page ad format
- 100% of the MIPIIM audience reached
(150 000 Unique Visitors*)
- Duration: **ONE Year** (Until Sept 2013)

The screenshot shows the MIPIIM website homepage. At the top left is the 'mipim world' logo with the tagline 'Connecting property professionals'. To the right are social media icons for RSS, Twitter, LinkedIn, YouTube, and Facebook, followed by the 'mipim world blog' logo. A navigation bar below contains links for HOME, MIPIIM, MIPIIM ASIA, MAPIC, ONLINE COMMUNITY, and CONTACT US. A secondary navigation bar includes WHY MIPIIM, COUNTRY INSIGHTS, REGISTER, PEOPLE & COMPANIES, PROGRAMME, PROMOTE, PREPARE, PRESS, and PARTNERS. The main content area features the MIPIIM logo and the text 'Build connections March 6 - 9, 2012, Cannes, France'. Below this is a headline 'MIPIIM - the world's premier real estate event for professionals' and a paragraph describing the event. A section titled 'See who attended MIPIIM 2011' includes a photo of the event and statistics: 'Over 18,600 real estate decision-makers (+8% over 2010) representing 6,400 companies and 90 countries (+11% over 2010) including 4,000 key investors (+6% over 2010), major developers, local authorities and property professionals were at MIPIIM.' There are also links to 'Find out who attended' and 'Read the Quick Review of MIPIIM 2011'. On the right side, there is a large red box with the text 'YOUR AD' and a link 'Advertise here'. Below this is a 'FAST PATH' section with buttons for 'The essentials', 'Exhibitor', and 'Visitor', and a 'MIPIM Shortlinks' link. At the bottom right of the ad area is another 'Advertise here' link.

- ✓ Format : 234x60 Medium banner
- ✓ 6 Advertisers max in rotation

➔ **€2,490**

*Data collection: January, February, March 2011

MIPIM Homepages « Large banner »

FIRST MIPIM PAGES

- Large ad format
- **120 000** unique visitors*
- Duration: **ONE Year** (Until Sept 2013)

The screenshot displays the MIPIM World website homepage. At the top, the logo 'mipim world' is accompanied by the tagline 'Connecting property professionals'. A navigation bar includes links for HOME, MIPIM, MIPIM ASIA, MAPIC, ONLINE COMMUNITY, and CONTACT US. Below this, a secondary menu lists categories like WHY MIPIM, COUNTRY INSIGHTS, REGISTER, PEOPLE & COMPANIES, PROGRAMME, PROMOTE, PREPARE, PRESS, and PARTNERS. The main content area features a large banner for the event 'Build connections March 6 - 9, 2012, Cannes, France'. To the right of the banner is a 'FAST PATH' section with buttons for 'The essentials', 'Exhibitor', and 'Visitor'. Below the banner, there is a section titled 'See who attended MIPIM 2011' with a photo of the event and text stating 'Over 18,600 real estate decision-makers (+8% over 2010) representing 6,400 companies and 90 countries (+11% over 2010) including 4,000 key investors (+6% over 2010), major developers, local authorities and property professionals were at MIPIM.' A 'YOUR AD' placeholder is visible on the right side of this section. At the bottom of the page, there is a 'Who are we?' section with the text 'Founded in 1963, Reed MIDEM is the leading organiser of professional, international' and another 'YOUR AD' placeholder.

- ✓ Format : 300x250 Large banner
- ✓ **2 Advertisers** max in rotation

➔ **€3,780**

* Data collection : Jan to March 2011

MIPIM Homepages « Top page banner »

FIRST MIPIM PAGES

- Top page ad format
- 120 000 unique visitors reached*
- Duration: **ONE Year** (Until Sept 2013)

The image displays two screenshots of the MIPIM World website homepages, illustrating the placement of a top-page banner advertisement. The top screenshot shows the homepage with a large red banner area labeled "YOUR AD" and a "Advertise here" link. The bottom screenshot shows a more detailed view of the homepage, including the navigation menu, a "FAST PATH" section with buttons for "The essentials", "Exhibitor", and "Visitor", and a "See who attended MIPIM 2011" section with a photo of the event and a "Read the Quick Review of MIPIM 2011" link. A second "YOUR AD" banner is visible on the right side of the page, also with a "Advertise here" link.

- ✓ Format : 234x60 Medium banner
- ✓ 7 Advertisers max in rotation

➔ **€1,995**

* Data collection : Jan to March 2011

All MIPIM Website « Fullscreen » + Homepage banner

MAXIMUM IMPACT

- Large ad format + second ad on the homepage
- **2% to 5%** of the total visitors clicked on the fullscreen
- **100%** of the audience reached **twice : 150 000 unique visitors***

1300 clicks

mipim world Connecting property professionals

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

FESTIVAL CENTRE
CAIRO FESTIVAL CITY

49% RELEASED OPENING EARLY 2012

Egypt's premiere indoor-outdoor shopping, dining and entertainment destination

- 160,000 sqm GLA
- Over 300 shops and services
- 95+ restaurants and cafes
- Hypermarket - Carrefour
- 17 international flagship stores
- 17 screen Renaissance Cinema
- Over 7,000 car parks

Excellent retail opportunities - contact us today for more information on how you can be part of the award winning Festival centre

Winner RLI Awards Best Future Project 2009

Logos: IKEA, Carrefour, PLUG-INS, TOYSRUS, Renaissance, Festival Centre

Logo: كايرو فيستيفال سيتي / Cairo Festival City

Please contact Philip Evans for more information: +971 4 213 6104 / Philip.Evans@afgre.com or e-mail: leasing@festivalcitycairo.com

www.festivalcitycairo.com

Sample here : <http://www.youtube.com/watch?v=F0BWhiPVE24>

- ✓ Formats : 7 seconds - 640x480 (Fullscreen)
+ 234x60 – 5 advertisers max
- ✓ Duration : between January & March 2012

€4,750

* Data collection : Jan to March 2011

Online Database « Targeted Banner »

HIGH VISIBILITY

NEW

- Top Page Large Ad
- High Rate Average time spent: **11 min**
- Highest number of page impressions: **1,600 000***
- Duration: **one year** from the Database launch

The screenshot shows the mipim world website interface. At the top, the logo 'mipim world' is followed by the tagline 'Connecting property professionals'. Navigation links include HOME, MIPIM, MIPIM ASIA, MAPIC, ONLINE COMMUNITY, and CONTACT US. A sidebar on the left offers filters for 'Participation Type' (Hotel Groups, Local & Public Authorities, Developers, Architects & Planners Business services, Service providers / suppliers, Association & Academics) and 'Geographical presence & interest' (Americas, Middle East and Africa, Western Europe, Central & Eastern Europe, Asia Pacific). The main content area is titled 'Exhibitors' and features a large red banner with the text 'YOUR AD'. Below the banner, search results for 'Acorn Images' are displayed, including details like 'Stand: 213 shared with Epson' and 'Stand: 3220'. A red arrow points from the 'Local & Public Authorities' filter to the banner area.

Exclusive Service accessible only to registered participants

- ✓ Format: 728x90
- ✓ **3 Advertisers** max in rotation by category

€3,900

* Data collection : February – March 2011

Online Database « Sponsored Product »

EFFECTIVE

NEW

- Your company/product always in the **TOP results** (same as Google AdWords : categories and keywords)
- High Average time spent: **18 min**
- Highest number of page impressions: **1 600 000***
- Duration: **one year** from the Database launch

The screenshot shows the MIPIM World website interface. The header includes the MIPIM World logo and navigation links. The main content area displays search results for 'Exhibitors'. A sidebar on the left allows filtering by participation type and geographical presence. The main results list includes a 'Sponsored' section with a prominent Nikon Cameras listing, followed by Acorn Images and PhotEx listings. An orange arrow points to the 'Local & Public Authorities' category in the sidebar, and another points to the 'Sponsored' section header.

Exclusive Service accessible only to registered participants

- ✓ Please fill in your profile
- ✓ **3 Advertisers** max by category / no rotation

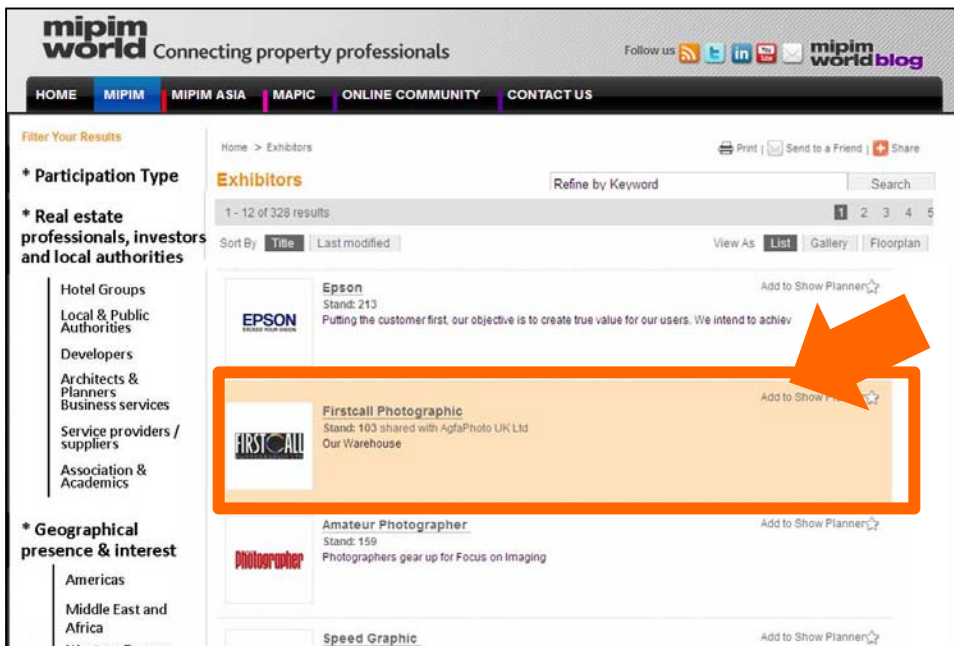
€990

Online Database « Advanced Profile »

VALUABLE

NEW

- Highlight your profile in the search results
- Know who visited and bookmarked your profile
- Download the Excel list with contact info details
- Duration: **one year** from the Database launch



-> Detailed statistics

-> Detailed full report



Total Exhibitors = 35

Total Products = 136

Statistic (Number of...)	Count
Profile page - views	974
Product pages - views	1357
Enquiries received	8
Website referrals	1
Shortlisted products	19
Shortlisted profiles	30
Customer leads	49

Download Full Report

Most Viewed Products

No.	Product	Exhibitor
1	Flip Mino HD Camcorder With 4GB Internal Memory And Widescreen - Chrome	The Flip
2	General Imaging GE A1255	GE Digital
3	Flip Mino High Definition Camcorder - 2nd Generation, 120 minutes recording - Brushed Metal	The Flip
4	Minolta DiIMAGE 7i	Minolta
5	Minolta DiIMAGE A2	Minolta

€265

Shownews « Banner »

INDUSTRY FOCUSED

- Latest market News
- Around **40,000 MIPIIM Contacts** reached

The screenshot displays the MIPIIM website interface. At the top, the logo 'mipim' is accompanied by the tagline 'Building global opportunities' and 'The world's property market'. Below this, the event details '6-7-8-9 March 2012 | Palais des Festivals - Cannes, France' are shown. A navigation bar includes social media icons and the text 'Follow us' and 'mipim world blog'. The main content area features a blue header '[MIPIIM is changing]' followed by two paragraphs of placeholder text. To the right of this text is a large red rectangular area labeled 'YOUR AD (300 x 250)' with a link 'Advertise here' below it. Below the main content is another section with a blue header '[Fusce iaculis ornare]', more placeholder text, and a small portrait photo of a man. At the bottom of the screenshot, two smaller red rectangular areas are labeled 'YOUR AD (234 x 60)' with 'Advertise here' links below each.

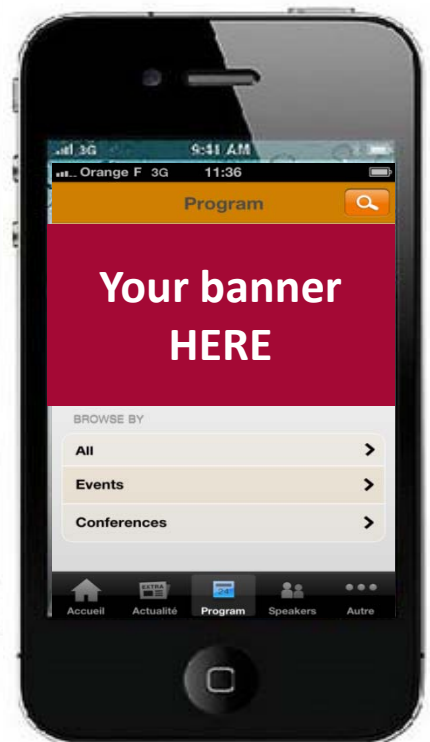
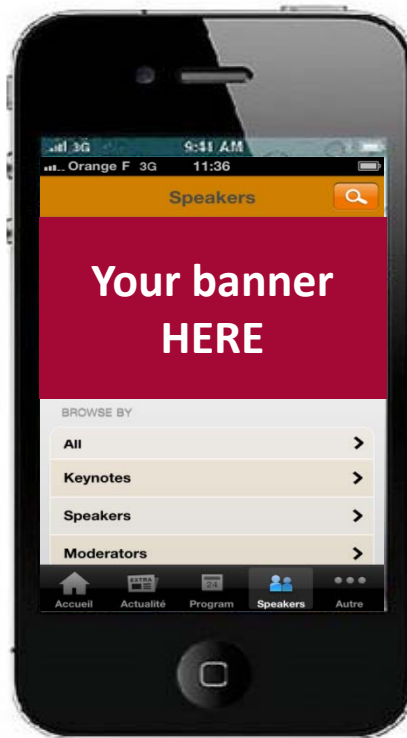
- ✓ Format : 300 x 250 Large banner → € 1 998
- ✓ Format: 234x60 Medium banner → € 999
- ✓ **3 Advertisers max per shot**

MIPIM Mobile Application

BE CONNECTED!



- Massive Visibility: **Homepage**, « **Speakers** » section, « **Program** » section
- **EXCLUSIVE** Advertiser
- **1,100** downloads, **6,000** Hits



- ✓ Launch one month before the show
- ✓ Exclusive for 1 advertiser

➔ €2,900

Technical Specifications

■ Large banner (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

■ Medium banner (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>)

■ 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>)

■ Medium banner (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>)

■ For all flash banners, please insert the click tag:

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