

invidis Digital Signage Yearbook 2015

Rate Card



Brief Profile / Publisher's Profile

Brief Profile

- The English language “invidis Digital Signage Yearbook” contains – next to a general overview of the Digital Signage market in the EMEA region – detailed country reports on the UK/Ireland, France, Scandinavia, Benelux, Turkey, Russia, Poland, the Persian Gulf (GCC) and Africa.
- Additionally the markets of Germany, Switzerland and Austria are portrayed with an in-depth analysis.
- Infographics round up the most important facts to give the reader an easy access to the key facts of the industry.
- A special report is concerned with the topic Digital-out-of-Home, showing the most important facts of this market.

Publisher's Profile

Publisher:	invidis consulting GmbH Rosenheimer Str. 145e 81671 München
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Frequency of publication:	yearly
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Internet:	www.invidis.de

Distribution

- The yearbook will be issued for the second time at the “Integrated Systems Europe 2015”.
- The magazine will be distributed via the European industry association OVAB Europe and its partner associations (IG DooH/Switzerland, AssoDS/Italy, PDSA/Poland, Club du Digital Media/France).
- It will be available at numerous events like the Integrated Systems Europe, Integrated Systems Russia, OVAB Digital Signage Conference Munich and at vendor and distribution events.
- Print run: 5.000
- Free-of-charge PDF download on invidis.de



invidis Digital Signage Yearbook at the ISE Media Showcase 2014

Content

Content:

- Digital Signage Market EMEA 2013/2014
- Infographic Digital Signage Markets in Europe
- Country Reports
- OVAB Digital Signage & DooH Business Climate Index
- Digital Signage Market Germany, Austria and Switzerland
- Overall Market Update 2013
- Infographics Digital Signage Markets 2013
- Digital out-of-Home Special Feature
- DooH Market Germany / Austria / Switzerland
- Infographics DooH Market
- Top 30 DooH Networks in Germany
- OVAB Standards

Portfolio

Digital Signage Yearbook 2015 (English)

Date of Publication : 10th February 2015
(Integrated Systems Europe)



Digital Signage Jahrbuch 2014/2015 (German)

Date of Publication: 17th September 2014
(OVAB Digital Signage Conference Munich)



DooH Jahrbuch 2014/2015 (German)

Date of Publication : 17th September 2014
(OVAB Digital Signage Conference Munich)



Dates

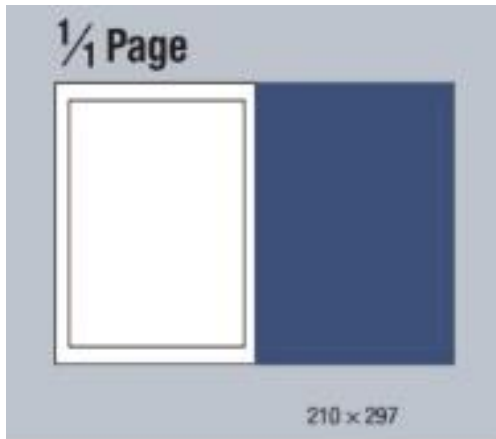
Deadline for advertisement bookings: 30th November 2014

Material due: 15th December 2014

Date of publication print version: 10th February 2015



Advert rates

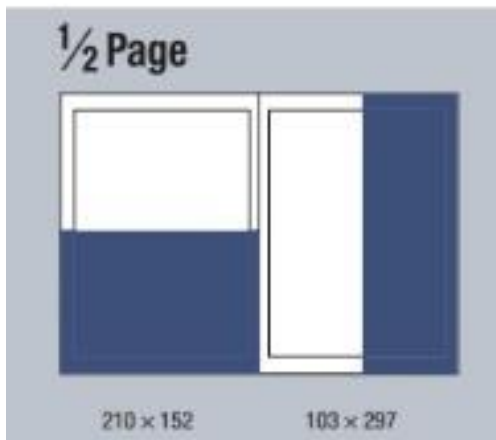


Prices:

- Inside front cover (U2), 1/1 page, 4c: **1.890€**
- Inside back cover (U3), 1/1 page, 4c: **1.790€**
- Back Cover (U4), 1/1 page, 4c: **1.990€**

- Editorial section, 1/1 page, 4c: **1.490€**

- Editorial section, 1/2 page wide, 4c: **790€**
- Editorial section, 1/2 page high, 4c: **790€**



Page Size:

Trim size: 210 mm wide × 297 mm high

All sizes: width x height in mm

Relevant motif/text with 10mm distance to bleed size.

Trim allowance: foot 3 mm, head 3 mm, face 3 mm, gutter 4 mm.

Technical details

Printing details

Types:

Printing documents (data) fonts: Please note that all fonts have to be supplied. If fonts are missing replacement fonts will have to be used, these could eventually change the appearance and the layout of the ad.

Other details:

The minimum line width is 0.2 mm. Images with very thin structures and Copy-Dot-files could cause a moiré and have to be avoided.

Recommended

File formats:

Preferably non-separated PDFs (PDF/X-4). Types must be encapsulated and the CMYK color mode has to be used. Please avoid to pass on so-called 'open' files. This may cause version and system-related errors for which no liability can be accepted. In case you do send files the following programs are supported:

Mac Programs:

QuarkXPress, Photoshop, InDesign, Illustrator

PC Programs:

Photoshop, InDesign, Illustrator

Resolution:

Screen: min. 300 dpi, Line: min. 800 dpi

File delivery:

Per E-Mail: christine.koller@invidis.com

Deadline for bookings: 30th November 2014
Material due: 15th December 2014

Company Profile Rates

1/1 Page (4c)



Width: 210mm
Height: 297mm

790 EUR per page

Anzeige



SAMSUNG

Ob für den Innen- oder Außenbereich, als Einzeldisplay oder Teil einer Videowand: Im Samsung Portfolio findet sich für nahezu jeden Einsatzort und -zweck das passende Modell.

Sieben gute Gründe für Samsung Large Format Displays

1. Samsung ist ein starker Partner mit langjähriger Erfahrung im Display-Bereich.
2. Das umfangreiche Samsung Produktportfolio bietet das passende Produkt für nahezu alle Anforderungen.
3. Die bewährte Samsung Display-Qualität gewährleistet einen einwandfreien Betrieb und eine lange Lebensdauer.
4. Samsung Large Format Displays sind flexibel und vielseitig einsetzbar.
5. Das ansprechende Samsung Design sorgt für einen repräsentativen Auftritt.
6. Samsung bietet umweltfreundliche und energieeffiziente Lösungen mit niedrigen Betriebskosten.
7. Der zuverlässige und schnelle Samsung Vor-Ort-Service hilft im „Fall der Fälle“.

Neben der Vielseitigkeit und Flexibilität ist es auch die Qualität und Zuverlässigkeit, die Samsung Large Format Displays so besonders macht. In Kombination mit der passenden Software wird daraus eine professionelle All-in-One-Lösung, die den heutigen Ansprüchen an Digital Signage gerecht wird.

SAMSUNG

TURN ON TOMORROW

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POWERPARTNER_DISPLAY@SAMSUNG.DE
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invidis Digital Signage Jahrbuch 2013

Example Company Profile

Materials Company Profile

Materials needed :

- **Text** 1.000 characters incl. spaces
 - Printable **company logo** 300dpi, JPG or EPS
 - Printable **Image** (product image, installation image, building image) 300dpi, JPG or TIF, format 16:9 (size in the PDF: approx. 18 x 11,5cm)
 - **Contact details:**
 - Company
 - Name contact person
 - Street
 - Postal Code, City
 - Phone number
 - Email address
 - URL
-
- All company profiles will be produced by the invidis graphic department in a standardized layout
 - Each company receives its company profile for approval
 - Price includes one correction loop

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Material due: 15th December 2014

Order confirmation

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- 1/1 Advert
1.490 EUR
- 1/1 Company Profile
790 EUR

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- editorial section
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- 1/2 advert high
790 EUR
- 1/2 advert wide
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Please sign below to confirm your order and send it to: Christine.Koller@invidis.com

First name, Last name: _____ Company: _____

Signature: _____ Date: _____

Contact

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