

Yearbook 19/20 Rate Card







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- Published annually since 2012
- Leading Digital Signage handbook for Europe The Industry Bible
- Exclusive market data, rankings from invidis and Futuresource
- Industry Trends & Drivers
- Digital touch point insights for most important vertical markets
- Published in two Editions
 - Germany | Austria | Switzerland (German)
 - International Edition (English)





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- Annual print run 3000 plus downloads
- Controlled distribution to delegates at DSS Europe, DSS Brazil, DSS Mexico, DSS Colombia, DSS Russia,
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- Digital Signage:
 - Industry, Retailer, Transport, Corporate End-User
 - The leading handbook for digital signage clients
- DooH
 - Network Owner, Agencies, Advertisers
 - The leading listing / ranking of DooH networks





- DACH Rankings (Integrators, Software, Media player, DooH, Mounts)
- Visuals Technology trends LCD, OLED, LED and Projection
- Challenges for digital signage CMS in times of digital experience platforms (DXP)
- Innovative digital touch-point concepts along the customer journey / customer centricity
- Age of Assistance artificial intelligence in digital signage
- The Triple Play: Content Concepts Context
- Trends and Drivers in the digital signage value chain
- Rol in Digital Signage
- Best Practice
- Role of DooH in Multi-Channel campaigns, Smart City, Programmatic, Trends & Drivers



Note of boott in water charmer campaigns, smart city, i rogianimatic, menas & brivers

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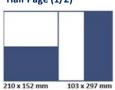






210 x 297 mm

Half Page (1/2)



Company Description (1/1)



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Advertisement, First Book - Editorial Part, Full Page, 4c	2.590,-
Advertisement, First Book - Editorial Part, Half Page panorama, 4c	1.490,-
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Product	Rate in EUR*
Company Description, Second Book, Full Page, 4c	1.190,-

^{*}All rates are net/net plus VAT



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