





ispo media services


Advertising Opportunities



pascher-helmz.com · pic: xandi krauzeder · athlete: dennis ehler / ampfd

 www.ispo-winter.com

 Official catalog

 Info system

 **ispo**
1-4 feb 09

Why advertise in the ispo catalog?

Facts

Target group:

- ▶ Distributors, representatives, specialist retailers, and press

Print run:

- ▶ 40,000 copies

Distribution:

- ▶ Free copy for all ispo visitors
- ▶ Mailing to sport agencies worldwide

Frequency:

- ▶ at the trade show


Editorial concept

The most important reference book for the sports community during the entire season with:

- ▶ Brand Pages – full-page brand presentations of the leading sports brands and newcomers
- ▶ Alphabetical exhibitor index including the full address and important extra information
- ▶ Easy-to-read hall plans showing the location of all exhibitors
- ▶ Brand index with all brands and additional company data
- ▶ Exhibitor index according to product groups

Keep your brand and product in the minds of potential buyers!

Advertise and target your message specifically to the b2b leaders of the sports industry. Position yourself to gain valuable and effective media exposure.

Formats & prices			
Back cover		W 200 mm H 290 mm	€ 5,600
Inside front cover		W 200 mm H 290 mm	€ 4,200
Double page		W 400 mm H 290 mm	€ 3,200
1/1 page		W 200 mm H 290 mm	€ 2,400
1/2 page (vertical format)		W 95 mm H 290 mm	€ 1,200

Insert and bookmark on demand.



Ad specifications:

- ▶ Catalog size: 200 x 290 mm
- ▶ Binding: 6 mm
- ▶ Bleed: 3 mm on all sides
- ▶ File formats: Xpress, Freehand or Illustrator (scripts converted into paths)
- ▶ Data delivery: on data carrier incl. proof or via ISDN to +49 (0)89 666166-20

Banners

Increase traffic to your website!



With over 1.7 million visits and more than 22 million annual page views through ispo.com, ispo-winter.com is the definitive source for sports professionals year-round. Book a banner now to increase the number of visits to your website.

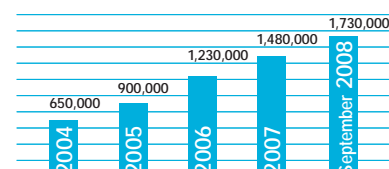
- ▶ Year-round presence at www.ispo-winter.com

- ▶ Direct link to your website

- ▶ Formats and prices:

Skyscraper (120 x 600 pixels) € 1,450

Banner next to the search form (234 x 60 pixels) € 950



ispo.com traffic
annual visits

- ▶ Banner specifications: .gif, animated .gif, .jpg, Flash

Please send all materials before the deadline to info@ispo-media.com

NEW

Individual, interactive, and up-to-date year-round – generate valuable leads before and after the show!

only € 240
(included in the Premium Package)

Communication is everything. Therefore decide for yourself which and how much information you would like to make available to prospective customers so that they learn more about your company. Fill "Your ispo website" with interesting facts.



1. Exhibitor data

Introduce yourself with your company address, your logo, and your individual text lines.

2. Brands/products

Present your product range. With the allocation function the user not only finds the right brand, but also the right product.

3. Company profile

Your chance to report exclusively on your company, brands, and products – through the possibility to make booklets, annual reports, or information material about your company available for download.



4. Product gallery

The visual and textual presentation of your product highlights. Publish up to 5 product pictures together with a text description of about 800 characters.

5. Contacts

All important persons, distribution partners etc. at a glance – making it easy to find the right contact at once.

6. News

Your place for trade fair innovations – additionally highlighted through the publication in the news ticker of ispo winter 09.

"Your ispo website" is maintained by you at www.ispo-media.com. Therefore the information is always up-to-date.

We will gladly assist you in case of further questions.

Trade show trailer – trade show movie

Use form C for booking

NEW

Present the highlights of your ispo presence audiovisually and worldwide!

As your trailer appears on ispo-winter.com, you have a perfect, year-round advertising platform at your disposal. This audiovisual appearance considerably expands your possibilities to cultivate a high-quality image and profile.

Production is carried out by mediaBOX TV Rolf Pietschmann, a company which has been producing programs, reports, and commercials for TV stations and businesses for more than 25 years.



Trade show trailer:

€ 975

- ▶ Film collage made of cross-faded video sequences and freeze frames of your trade show booth and your product offer with GEMA-free music
- ▶ Length: about 30-60 seconds

Trade show movie:

€ 1,625

- ▶ Montage of the material filmed at your trade show booth
- ▶ Interview and use of a professional narrator, if required
- ▶ Length: about 90 seconds

Publication at www.ispo-winter.com.

Data transfer to you in flash or wmv format.

Additional information about the offer is available on request.

Pole Position for top brands!

Get your brand and new line information in front of thousands of ispo visitors and the press!
Your ispo brand page will be placed prominently in the first third of the ispo catalog as well as at ispo-winter.com.
Show your audience where you and your brand are: of course, right at the front!

only € 860

ORAGE

brand name

COLLECTION

ORAGE: Innovation Through Style*
For 2008, Orage is back with vibrant, fresh colors; bright reds, light yellows, and classic blues. Orage lives up to it's namesake of Innovation Through Style with the O8 collection through an array of creative and practical themes such as antique finishes, fake snake trims, die cut logos, laser cut detailing, reflective hood designs, technical alternative fabrics, and some very subtle touches like top of the line riri zippers and unique fabric treatments.

Für die kommende HW 08/09 Saison meldet sich Orage mit kräftigen und frischen Farben zurück: leuchtendes Rot, helles Gelb sowie klassische Blautöne. Orage macht seinem Motto „Innovation through Style“ durch eine Vielfalt an kreativen sowie praktischen Elementen wieder alle Ehre: Antique Finishes, Verzierungen aus Schlangenhautimitat, Die Cut Logos, Verarbeitungen mit Laser Cut Details, reflektierende Kapuzen sowie zahlreiche alternative Materialien kommen hier zum Einsatz. Zusätzlich wartet Orage mit hochwertigen Riri Reißverschlüssen und einzigartigen Materialbehandlungen auf.

HISTORY

We live to ski.
We're obsessed with clothing.
We're in love with details.
We believe in Innovation Through Style.
With a passion for innovative design, unsurpassed quality, and a stable of world-class athletes and events, Orage has been re-defining the lifestyle of skiing since 1989.

Wir leben, um Ski zu fahren.
Wir sind besessen von Bekleidung.
Wir lieben Details.
Wir glauben an Innovation through Style
Mit Leidenschaft für innovatives Design, unerreichter Qualität sowie Weltklasse-Athleten und -Events definiert Orage den Ski-Lifestyle seit 1989 neu.

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www.orage.com

collection
800 characters

contact
company
sales
marketing
pr
your web address



brand logo





history
800 characters

brand image

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Brand Page specifications:

- ▶ **Brand image:** min. 300 dpi, 21 cm x 15 cm, 4c, .tiff, .eps, or .jpg
 - ▶ **Brand logo:** min. 1,200 dpi, 6 cm x 4 cm, cmyk, .tiff, .eps, or .jpg
 - ▶ **Texts** relating to „History“ and „Collection“: up to 800 characters each, .rtf, .txt, or .doc file
 - ▶ **Contact info** for Marketing, Sales, and PR: contact person, phone, fax, email as .rtf, .txt, or .doc file
- Please send all materials before the deadline to info@ispo-media.com