

15–23 FEB 2018



DIGITAL ADVERTISING SPACES

To book space, please contact our advertising department: efm-advertising@berlinale.de

MGB Gropius Park

EFM Lighthouse Outdoor Screen

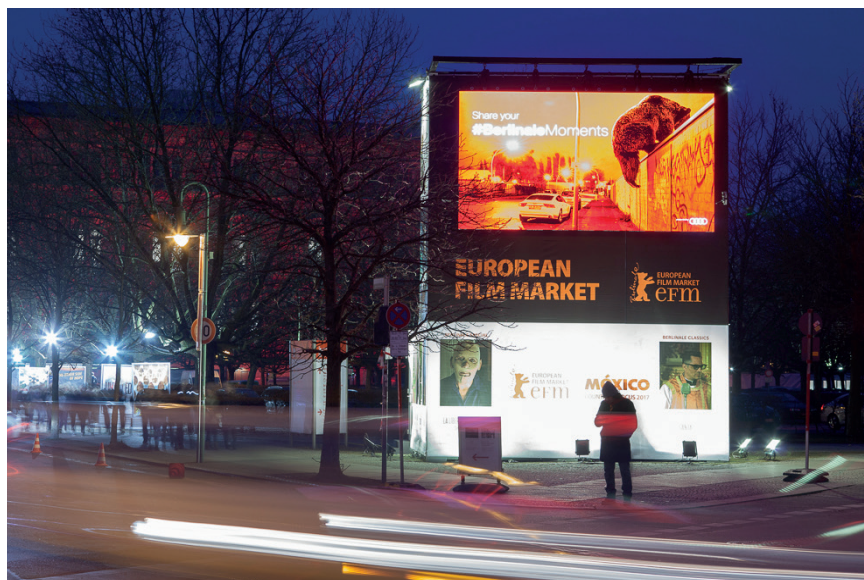
resolution 1920 x 1080 pixel

format 16:9

file H264 / MPG 4

PAL

€ 1,000 per minute trailer or promo reel



Ad deadline: Monday Jan 29 • All prices plus VAT (currently 19%*)

* 0% VAT with European VAT ID no., or by providing a document showing that your company is registered for taxes outside of Germany (e.g. US IRS form 6166)

For technical information please contact our team:

Tel: +49 30 259 20 613 • Email: EFM-Banner@berlinale.de

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Martin Gropius Bau

Trailer Monitor

Show your movie trailer at three busy spots in the MGB.
All monitors share the same loop of trailers.

Ticket Counter in the Lobby

LM



Atrium

AM



Entrance MGB Cinema

BM

resolution 1920 x 1080 pixel

format 16:9

file H264 / MPG 4

PAL

€ 750 per minute trailer or promo reel



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Digital Poster



- RDP 1-3 at Stairs from Lobby to Rotunda
- REDP 1-4 at Registration Entrance
- LDP at Entrance to Atrium, double sided
- ADP in the Atrium, double sided
- BDP in front of MGB Cinema
- REDP5 at Registration



size: 46”
 resolution: 1080 x 1920 pixel, 72 dpi
 format: 9:16
 file format: jpeg



Price per poster in rotation, at MGB only:
 € 750

Price per poster in rotation, at all five locations:
 € 1,500

MGB, Marriott & CineStar on free-standing display units
 CinemaxX, Zoo Palast on cinema monitors



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Marriott



Digital Posters (Atrium)

MDP1 - MDP4

Two monitors in rotation: € 2,500

size: 55"

resolution: 1080 x 1920 pixel, 72 dpi

format: 9:16

file format: jpeg

Digital Poster at Marriott Entrance

MDP5

Price at Marriott only:

€ 750

Price at all five locations:

€ 1,500

MGB, Marriott & CineStar on free-standing display units

CinemaxX, Zoo Palast on cinema monitors

double sided

size: 46"

resolution: 1080 x 1920 pixel, 72 dpi

format: 9:16

file format: jpeg



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CineStar

Digital Posters (CSDP)

size: 46"

resolution: 1080 x 1920 pixel, 72 dpi

format: 9:16

file format: jpeg

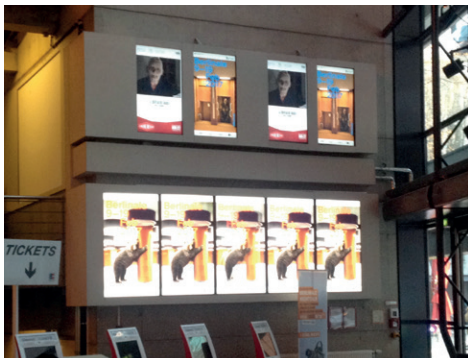
Price at CineStar only:
€ 750

Price at all five locations:
€ 1,500

MGB, Marriott & CineStar on free-standing display units
CinemaxX, Zoo Palast on cinema monitors



CinemaxX



CinemaxX Entrance
digital displays



CinemaxX Market Cinema Entrance
digital displays

prices upon request

Zoo Palast

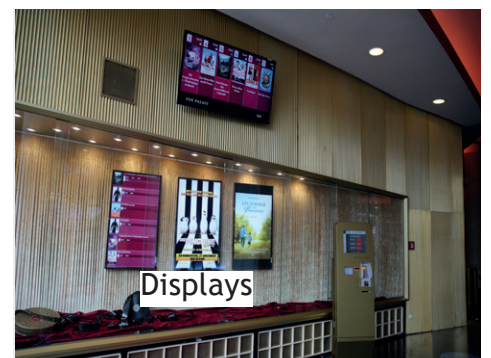
Digital Posters (ZDP)

46" Vertical Monitors

Price at Zoo Palast only:
€ 750

Price at all five locations:
€ 1,500

MGB, Marriott & CineStar on free-standing display units
CinemaxX, Zoo Palast on cinema monitors



Zoo Palast Entrance
3 digital displays, left and right side