

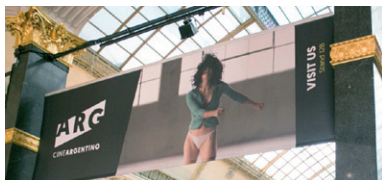
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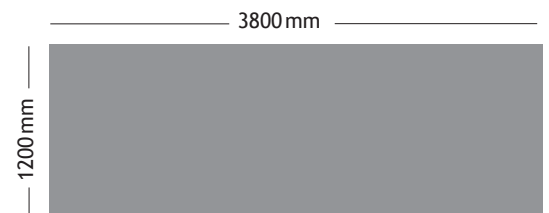
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Martin-Gropius-Bau | MGB



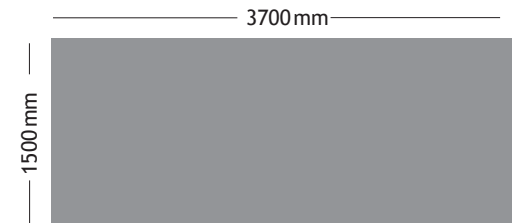
Horizontal Banner
in the Atrium & on Gallery

€ 3,500
(production costs included)



Floor Level Horizontal Banner
in the Atrium

€ 4,275
(production costs included)



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)

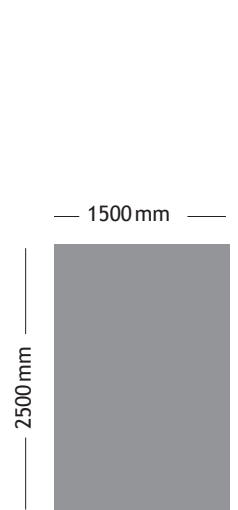
For technical information please contact our team:
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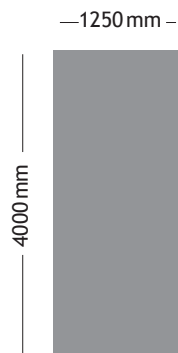
Vertical Banner at Main Entrance

€ 4,320
(production costs included)



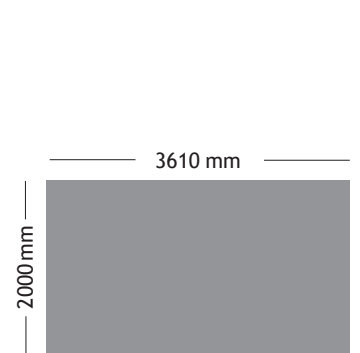
Illuminated Banner at Main Entrance

€ 5,000
(production costs included)



Vertical Banner at various locations

€ 3,275
(production costs included)



Illuminated Banner at Rotunda Balustrade facing stairs

€ 4,000
(production costs included)

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Revolving Door Stickers
at Main Entrance

size ERD1: W 1160 x H 500 mm

€ 2,000 per panel or € 4,000 for all 3 panels

size ERD2: W 1590 x H 685 mm

€ 700 per Panel or € 1000 for both sides

(production costs for each sticker € 58)



Horizontal Banner at Main Entrance

size: W 2500 x H 1400 mm

size LB2: W 3500 x H 1400 mm

€ 3,500

(production costs included)



& at Entrances to Atrium

sizes:

W 3450 x H 1400 mm

W 3350 x H 1300 mm

W 3600 x H 1400 mm

€ 3,500

(production costs included)



Banner at Rotunda /
Main Entrance Lobby

size: W 1400 x H 2000 mm

€ 2,710

(production costs included)

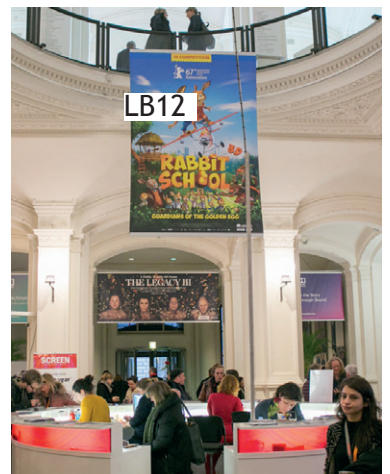


Banner left & right
from Registration Entrance

size: W 2100 x H 2400 mm

€ 1,710 each

(production costs included)



Vertical Banner
at Main Entrance Lobby

size: W 1500 x H 2200 mm

€ 2,710

(production costs included)

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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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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

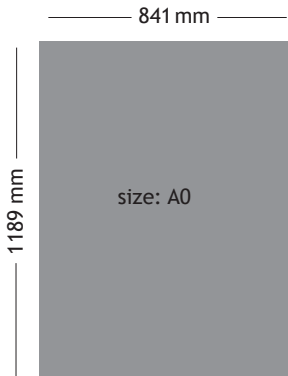
file H264 / MPG 4

PAL

€ 750 per minute trailer or promo reel



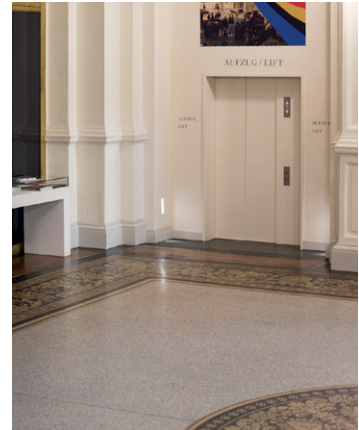
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Poster inside MGB Lift

size: W 841 x H 1189 mm

€ 1,600
(production costs included)



Large Poster
at various locations

Supply posters ready for mounting or order through the EFM.

€ 1,100
(production costs included)



E Steps (Main Entrance)

L Steps (Lobby to Rotunda)

RE Steps (Registration Entrance)

Further information and prices available on request
(all steps 5000 mm x 90 mm)



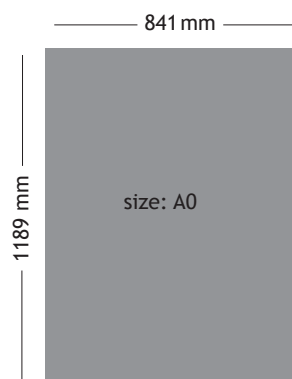
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MGB Buyers Lounge

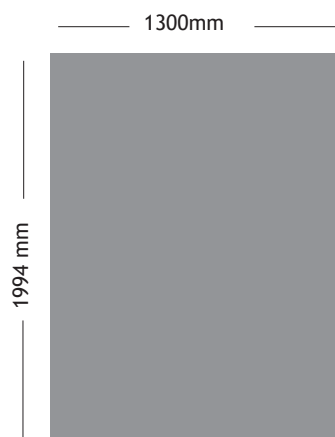
Buyers Lounge Upper Level

Poster
BL1a - BL5a



Buyers Lounge Lower Level

Poster
BL1b - BL 9b



€ 800 per poster
(production costs included)

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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



EFM Lighthouse Banners

A1	€ 6,000
B1	€ 4,000
C1	€ 3,500
C2	€ 3,500
B2	€ 3,500
C3	€ 3,000
C4	€ 3,000

(production costs included)



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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

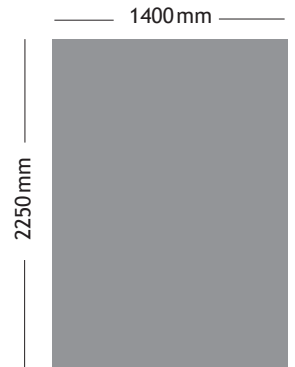
file format: jpeg

Vertical Banner (Atrium)

MVB1 - MVB16

€ 2,500

€ 3,500 both sides facing
(production costs included)

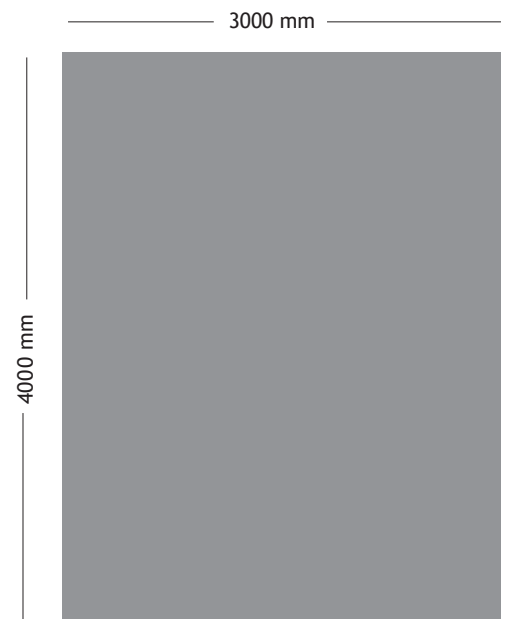


Large Banner (Atrium)

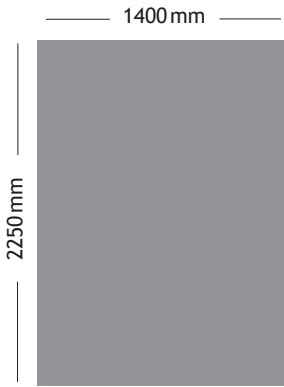
MLVB

€ 4,000

(production costs included)



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**Vertical Banner (MB)
at Stairs**
MB1 - MB5

€ 3,000
(production costs included)



Large Poster (MLP)
MLP1 / MLP2

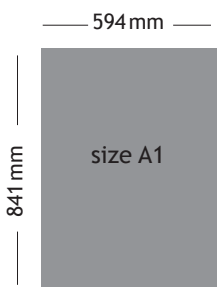
€ 1,100
(production costs included)

Supply posters ready for mounting or order through the EFM.



MSteps

€ 3,200
(production costs € 300)

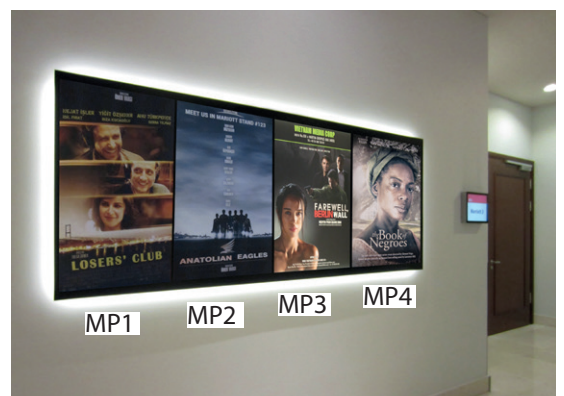


**Poster (MP)
next to Marriott Cinema**

MP1 - MP4

The poster will be mounted on board.

€ 500
(production costs included)



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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

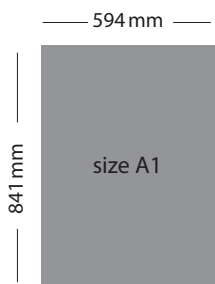


Poster in Marriott Lift (MPE)

MPE 01 - MPE 04

€ 1,600

(production costs included)



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Posters, Banners, Displays at CineStar

Supply posters ready for mounting or order through the EFM.

Large Poster (CSLP)

size: double A0

€ 600

(production costs €90)



Poster (CSP)

CSP1 - CSP4

size: A0

€ 600

(production costs € 50)

Poster in Backlight Display (CSLD)

size: double A0

€ 850

(production costs included)



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



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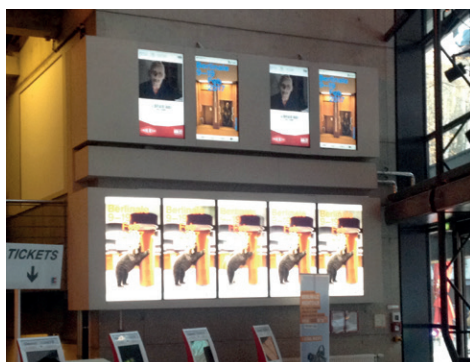


ADVERTISING SPACES

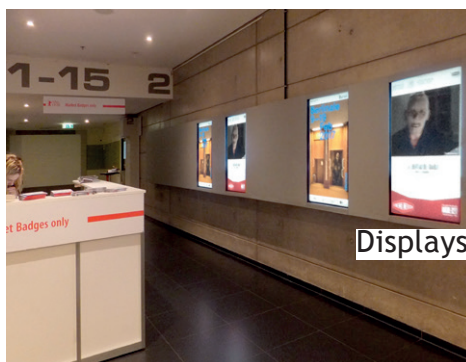
To book space, please contact our advertising department: efm-advertising@berlinale.de

Banner & Digital Displays at CinemaxX

CinemaxX Market Cinema Entrance and Stairs: basement to ground floor & ground to first floor



CinemaxX Entrance digital displays



CinemaxX Market Cinema Entrance digital displays

prices upon request



Screen in front of market cinemas
Screen: S1

1 minute loop x 10 secs
format: 4:3
resolution: 1024 x 768 pixel
file H264 / MPG 4

PAL



Banner at stairs basement to ground floor
Banner: CB1

size: W 4400 x H 2000mm

€ 3,000

(production costs included)



Banner at stairs ground floor to first floor
Banner: CB2

size: W 4400 x H 2000mm

€ 3,000

Banner CB1 & CB2

€ 5,000

(production costs included)

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Posters & Digital Displays at 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

Poster (ZP)

Supply posters ready for mounting or order through the EFM.

ZP1 - ZP7

size: A0

€ 1,000

(production costs €50)

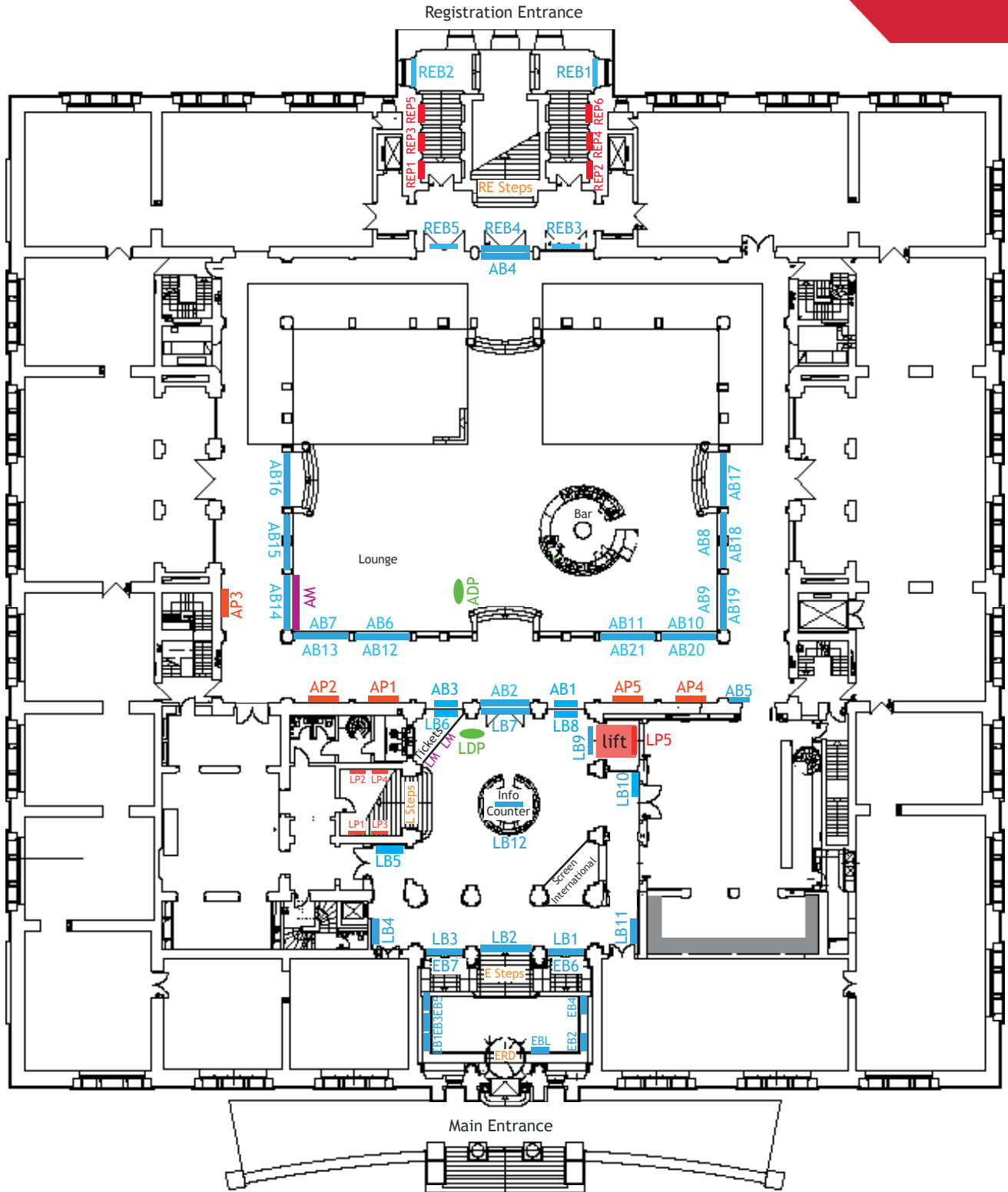


Left Entrance Market Cinemas
4 poster showcases



Right Entrance Market Cinemas
3 poster showcases

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■ Banner

■ Poster

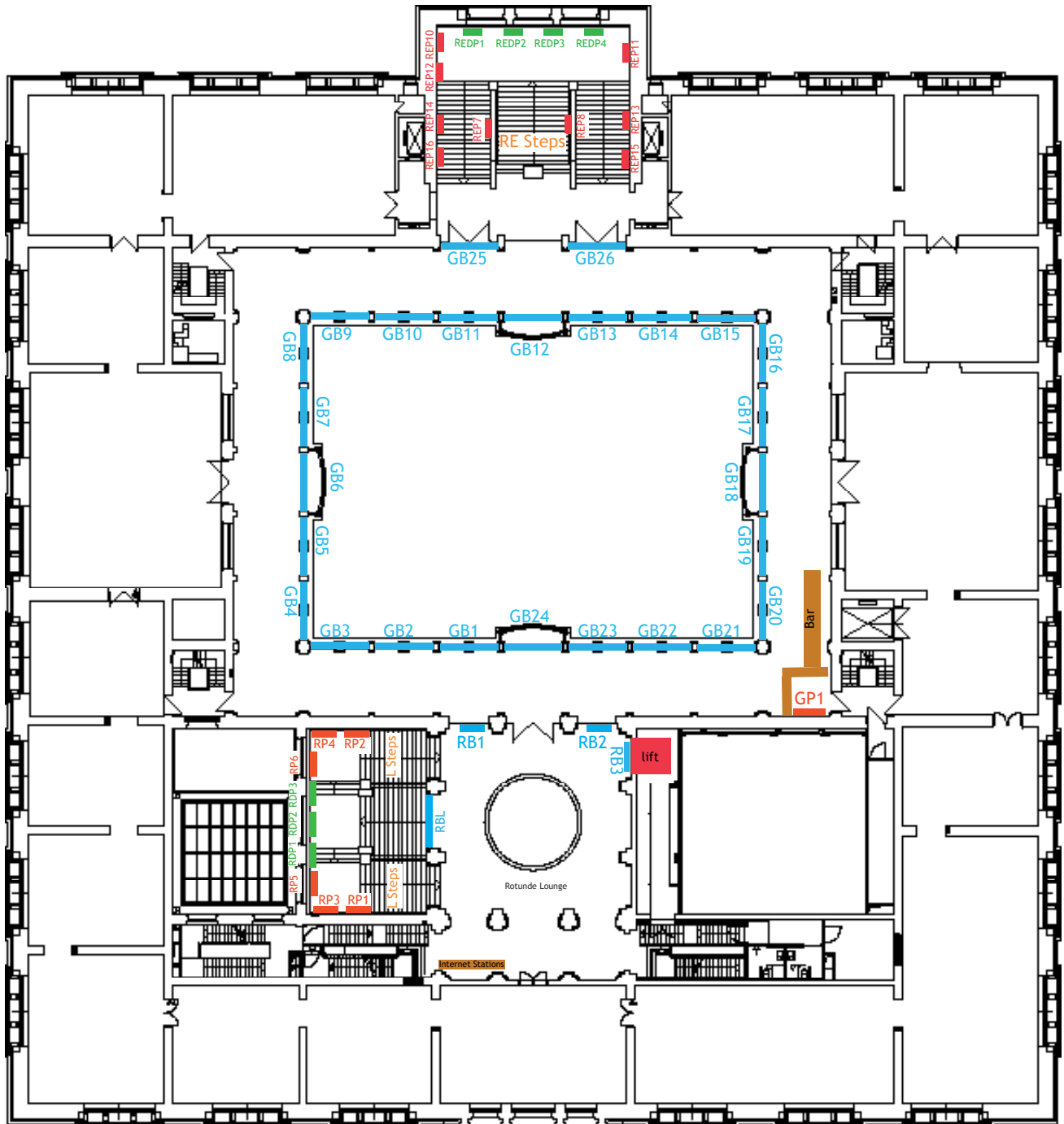
■ Sticker

■ Trailer Monitor

■ Digital Poster

MGB
ground floor

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■ Banner

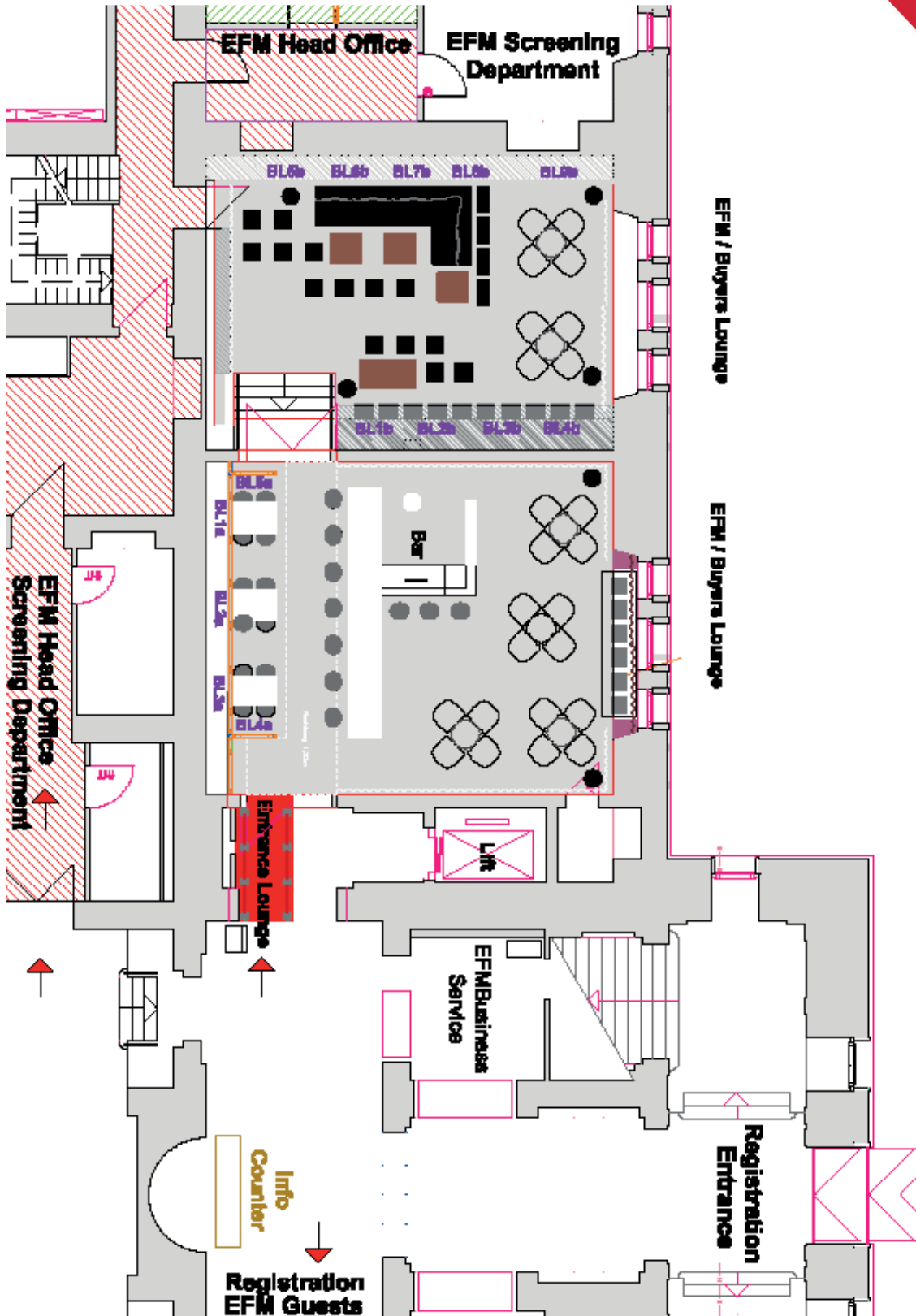
■ Poster

■ Sticker

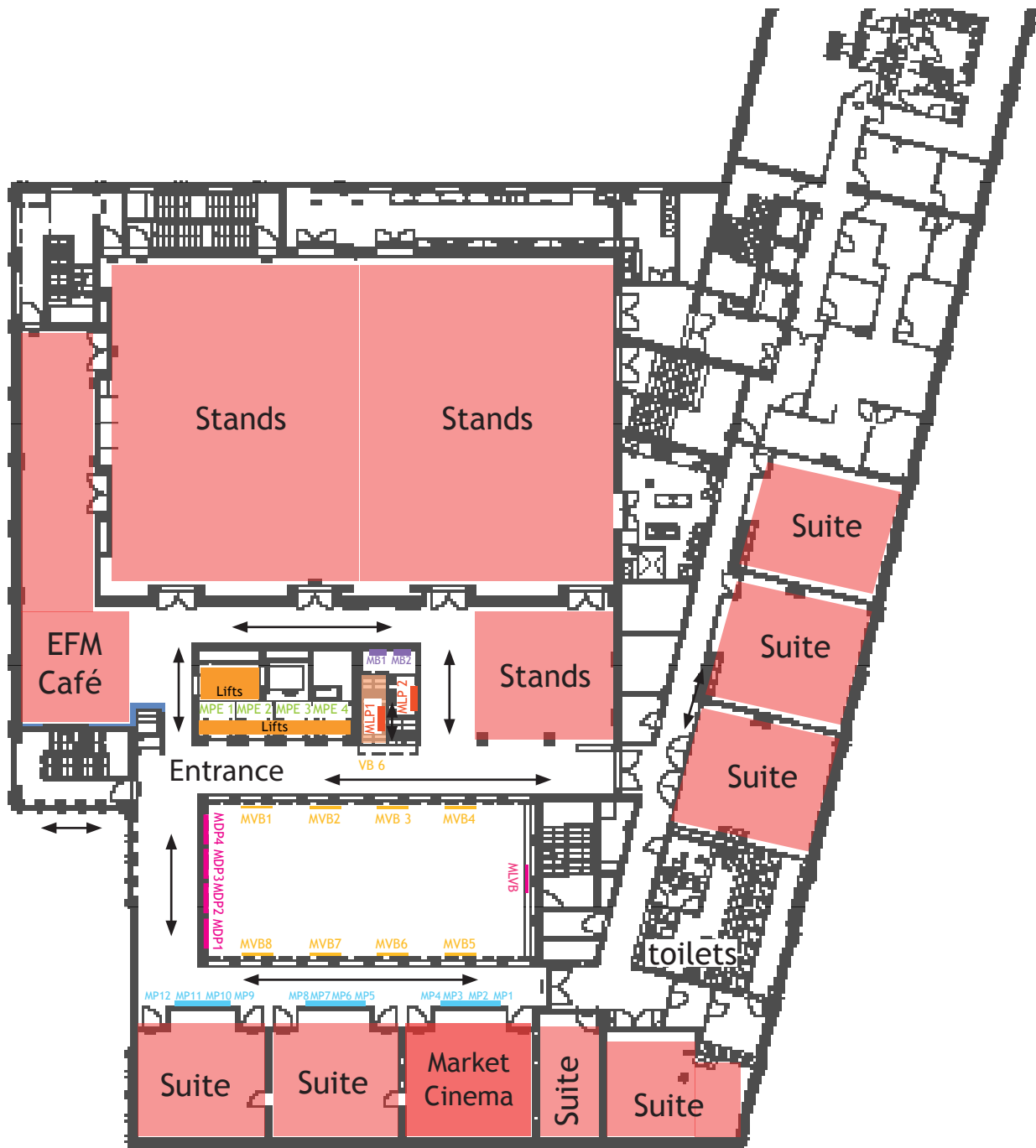
■ Digital Poster

MGB
first floor

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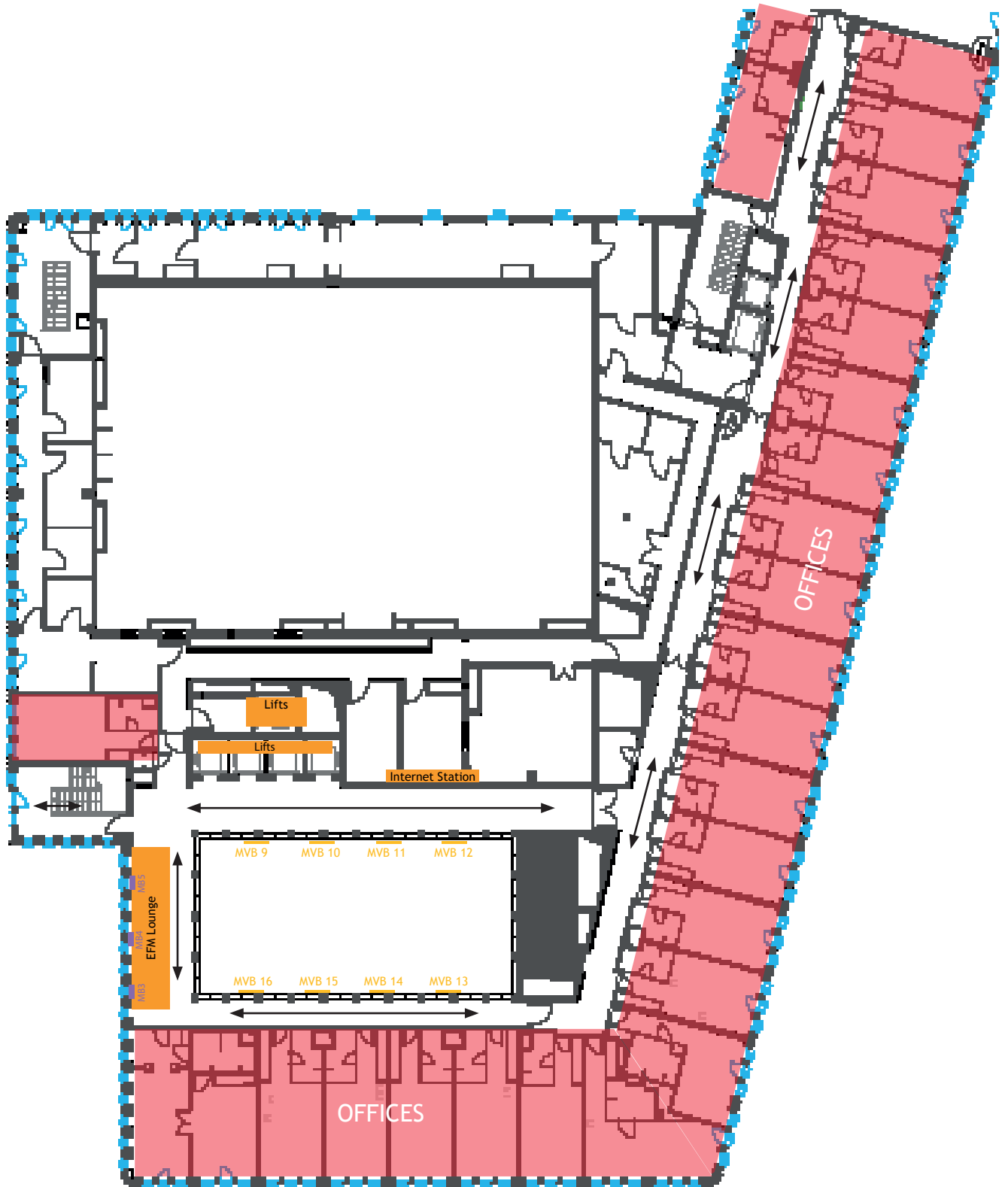
MLP / Large Poster
MP / Poster
MVB / Vertical Banner

MLVB / Large Vertical Banner
MB / Vertical Banner
MDP / Digital Poster

MSteps
MPE / Poster in Elevator

Marriott
first floor

15-23 FEB 2018



MB / Vertical Banner

MVB / Vertical Banner

Marriott
second floor