

15-23 FEB 2018



## ADVERTISING SPACES

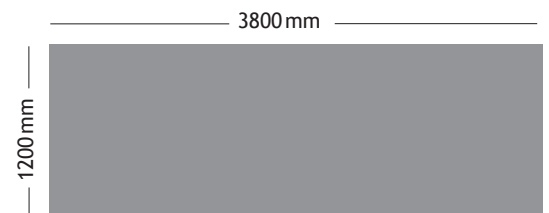
To book space, please contact our advertising department: [efm-advertising@berlinale.de](mailto:efm-advertising@berlinale.de)

### Martin-Gropius-Bau | MGB



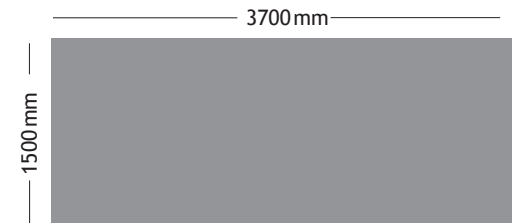
Horizontal Banner  
in the Atrium & on Gallery

€ 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)

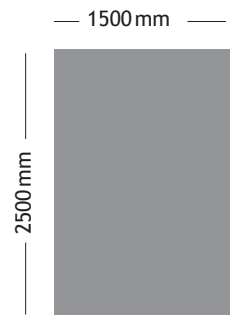
For technical information please contact our team:  
Tel: +49 30 259 20 613 • Email: [EFM-Banner@berlinale.de](mailto:EFM-Banner@berlinale.de)

15-23 FEB 2018



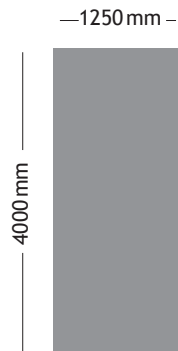
Vertical Banner at Main Entrance

€ 4,320  
(production costs included)



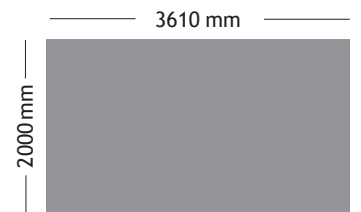
Illuminated Banner at Main Entrance

€ 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)



15-23 FEB 2018



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)

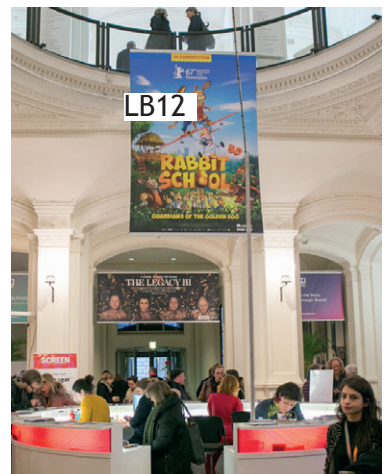


Banner left & right  
from Registration Entrance

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)

15-23 FEB 2018



### 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





15-23 FEB 2018



### 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

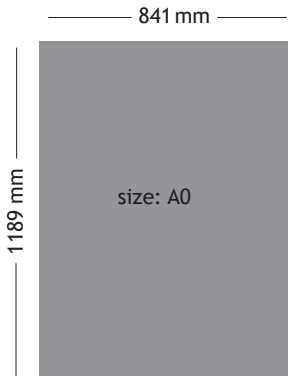
file H264 / MPG 4

PAL

€ 750 per minute trailer or promo reel



15-23 FEB 2018



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)





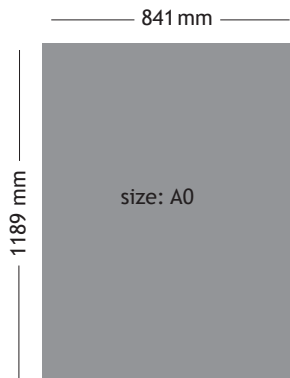
15-23 FEB 2018



## MGB Buyers Lounge

### Buyers Lounge Upper Level

Poster  
BL1a - BL5a



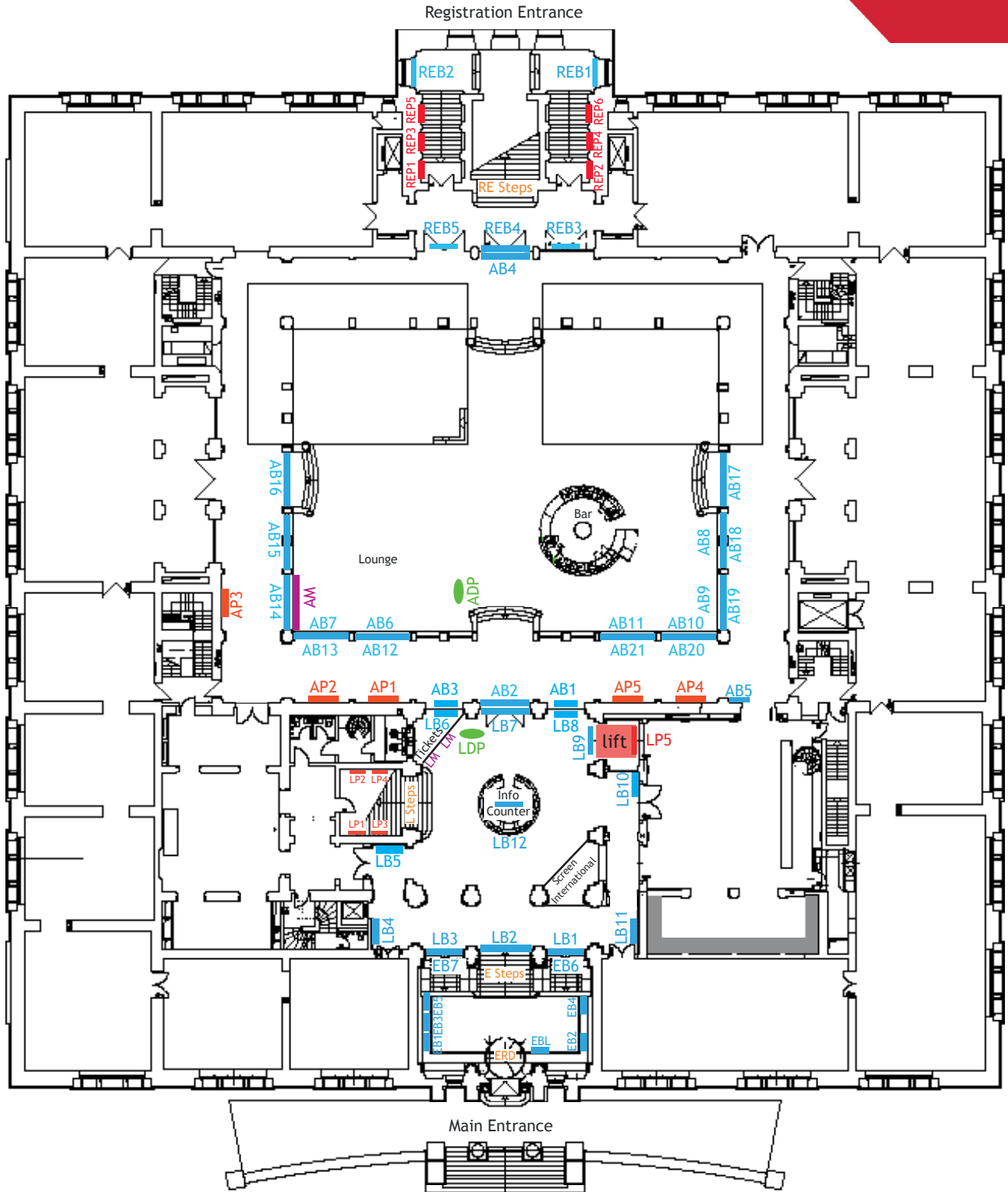
### Buyers Lounge Lower Level

Poster  
BL1b - BL 9b



€ 800 per poster  
(production costs included)

15-23 FEB 2018



■ Banner

■ Poster

■ Sticker

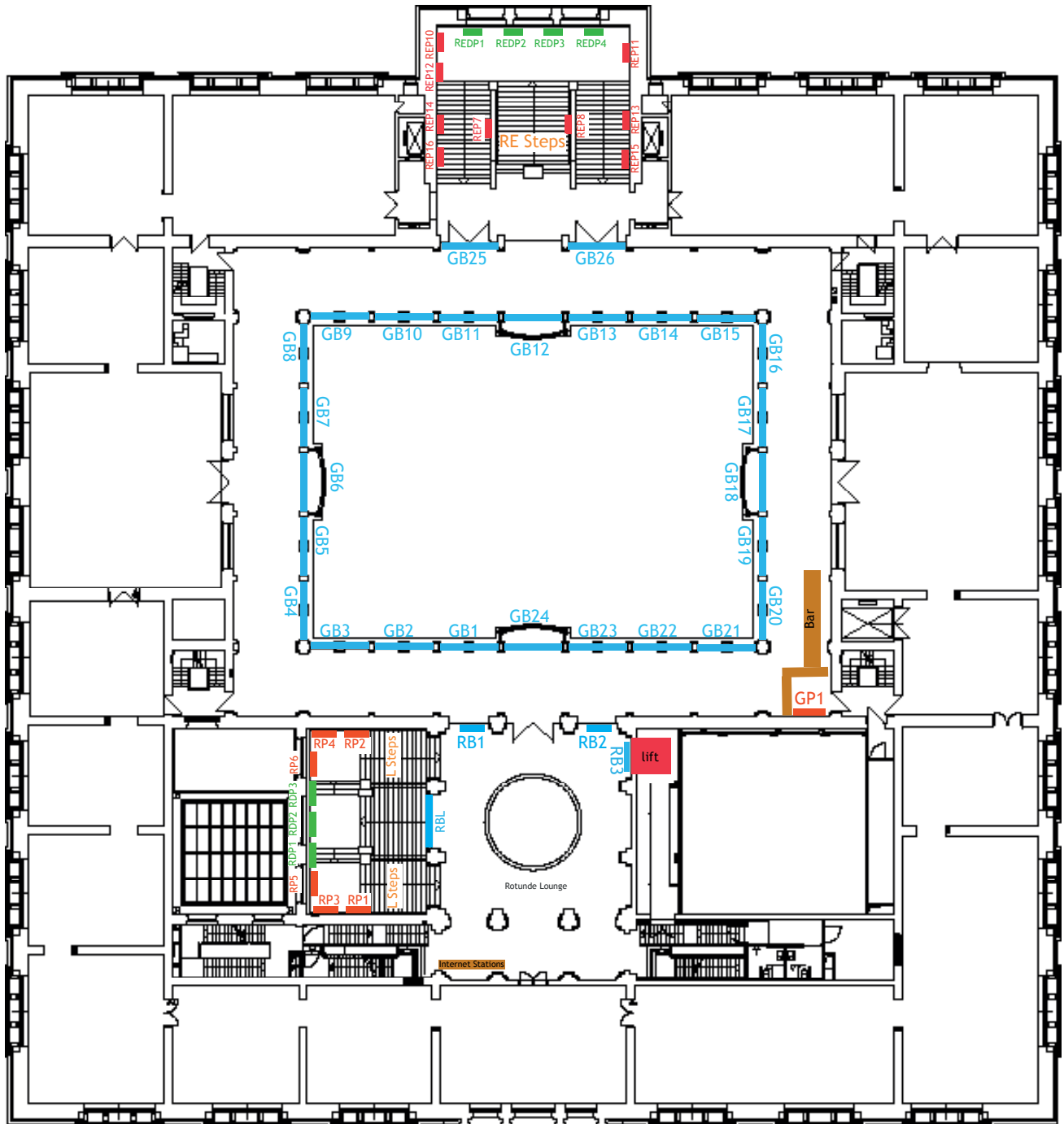
■ Trailer Monitor

■ Digital Poster

MGB  
ground floor



15-23 FEB 2018



■ Banner

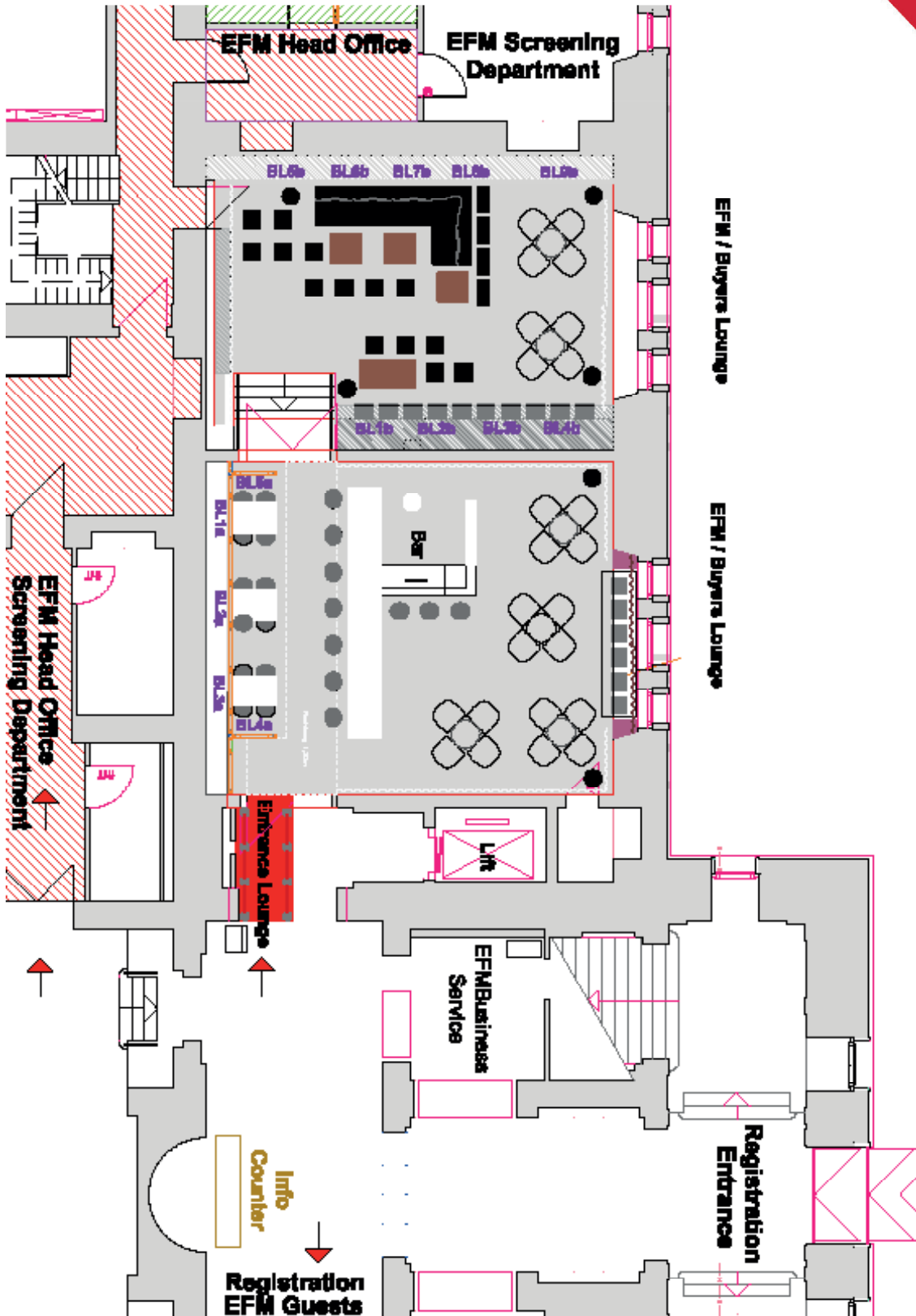
■ Poster

■ Sticker

■ Digital Poster

MGB  
first floor

15-23 FEB 2018



BL a  
BL b / Poster

MGB  
Buyers Lounge