

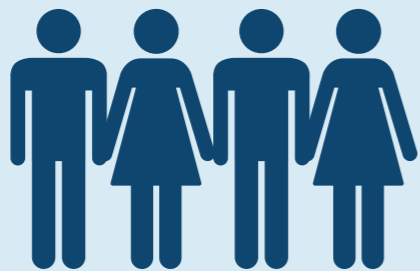
2020 SMART BIBF

ADVERTISEMENT OPTIONS



2020.10

Facts and Figures 2020BIBF



1,400+ Exhibitors



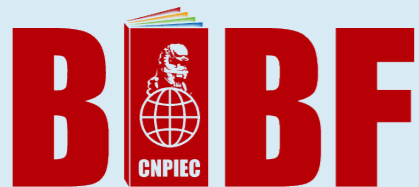
97+ Countries and Regions



1,300+ Events



38,000+ Titles



Carousel Advertising on BIBF Official Website Homepage

What are the benefits?

Brand Exposure:

Improve market awareness in China.
50% click and exposure rate increasing

How it works:

Visitors that click on your ad can be taken to any page to want to link.

Targeted Audience:

Exhibitors, Invited rights buyers & sellers,
Librarians, Writers & Translators, Editors, Media &
Press, Journalists.

QTY:

4

Format:

1080*1920 in JPG or PNG

Price:

USD 8700/30Days (before 2021.01.01)





Advertising on the Secondary Page of BIBF Official Website

What are the benefits?

Brand Exposure:

30% click and exposure rate increasing

How it works:

Visitors that click on your ad can be taken to any page to want to link.

Targeted Audience:

Exhibitors, Invited rights buyers & sellers, Librarians, Writers & Translators, Editors, Media & Press, Journalists.



QTY:

3*Exhibitors, Rights Link, Events, Q&A

Format:

1190*120 in JPG or PNG

Price:

Exhibitors/Rights Link/Events

USD 6600 /30Days before (2021.01.01)

Q&A

USD 3300 /30Days before (2021.01.01)

Key Exhibitors Recommendation



What are the benefits?

Brand Exposure:

20% click and exposure rate increasing

How it works:

Visitors can find you directly on the first page.

Targeted Audience:

Exhibitors, Invited rights buyers & sellers, Librarians, Writers & Translators, Editors, Media & Press, Journalists.

QTY:

20

Format:

Listed on the first page of Exhibitors Section

Price:

2400USD/30Days (before 2021.01.01)

Key Titles Recommendation

What are the benefits?

Brand Exposure:

20% click and exposure rate increasing

How it works:

Your Key Titles will be showed on the first page, to promote trade agreements.

Targeted Audience:

Exhibitors, Invited rights buyers & sellers, Librarians, Writers & Translators, Editors, Media & Press, Journalists.

QTY:

20

Format:

Listed on the first page of Rights Link Section

Price:

2400USD/30Days (before 2021.01.01)





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