

Catalogue

Only exhibitors

The catalogue is distributed to all the exhibitors at the Bologna Children's Book Fair and it is purchased by thousands of professional visitors. The catalogue is an effective media to promote and to give visibility to publishers among the key players in the International Children's Publishing arena. The shelf life of the catalogue is a year long till the next Bologna Children's Book Fair as it is a valid reference source.

- | | |
|---------------------------------------|----------------|
| 01 Full colour page (15x21) | 1,235 € |
| 02 Full b/w page (15x21) | 800 € |
| 03 Advertising inserts (10x15) | 1,730 € |
| 04 Bookmark | 3,450 € |
| 05 Sticker on front cover | 3,700 € |
| 06 CD-Rom insertion or gadget | 2,290 € |
| 07 Four-page paperback inserts | 2,900 € |

15% discount if offer is taken up by 31st October 2011
at www.argentovivo.it/advertising

Advertising billboards

Advertising billboards give an excellent opportunity to reinforce your brand. The different formats are subject to their positioning at the Bologna Children's Book Fair. Production is included in the price.

- | | |
|---|----------------|
| 08 Hanging textile board (100x300 cm) | 1,230 € |
| 09 Single sided hanging textile board (200x400 cm)
+ Single sided billboard (140x300) | 2,700 € |
| 10 Double sided billboard (100x140 cm) | 520 € |
| 11 Single sided billboard (143x143 cm)
+ Single sided billboard (215x50 cm) | 1,610 € |
| 12 Single sided billboard (400x120 cm) | 2,570 € |

Other option available upon request.

Other initiatives

- | | |
|---|----------------------|
| 13 Branding the Bologna Children's Book Fair bag | 3,620 € |
| 14 Folder/gadget in the Bologna Children's Book Fair bag | 1,570 € |
| 15 Permits for use of company characters/images | per day 160 € |
| 16 Stickers on the floor (exclusive for pavilion) | from 3,300 € |
| 17 Stickers (two) on the windows | from 2,500 € |
| 18 Branding of 3 infopoint | 3,500 € |

10% discount if offer is taken up by 31st October 2011
at www.argentovivo.it/advertising (VAT 21%, if due, is not included)

For further information and booking:

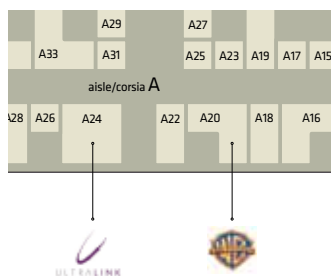
Argentovivo

Exclusive Advertising Agency
 Viale G. da Cermenate, 70 int. - 20141 Milan
 Tel. +39 02.89.51.54.24 Fax +39 02.40.04.45.57

www.argentovivo.it
argentovivo@argentovivo.it

Place your ad now!

The first 15 advertisers will have the opportunity to place their logo on the map "Guide to the Book Fair" next to the location of their stand. The Guide is distributed to all visitors and exhibitors.



Main entrance BCBF



Main entrance BCBF



Inside BCBF



Main entrance BCBF



Main entrance BCBF