

# Property Guide

## Only exhibitors

The Property Guide is an effective media for promotion to the key players in the licensing field; it includes a detailed description of all the brands presented by exhibitors.

- |                                       |                |
|---------------------------------------|----------------|
| <b>01</b> Full colour page (15x21)    | <b>825 €</b>   |
| <b>02</b> Full b/w page (15x21)       | <b>525 €</b>   |
| <b>03</b> Advertising inserts (10x15) | <b>1,135 €</b> |
| <b>04</b> Bookmark                    | <b>2,270 €</b> |
| <b>05</b> Sticker on front cover      | <b>2,885 €</b> |
| <b>06</b> Four-page paperback inserts | <b>1,875 €</b> |

**15% discount if offer is taken up by 30<sup>th</sup> November 2011 at [www.argentovivo.it/advertising](http://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.

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

# Other initiatives

- |   |                      |
|---|----------------------|
| <b>13</b> Supply of a branded bag                               | <b>1,200 €</b>       |
| <b>14</b> Folder/gadget in the Bologna Licensing Trade Fair bag | <b>800 €</b>         |
| <b>15</b> Permits for use of company characters/images          | per day <b>160 €</b> |
| <b>16</b> Stickers on the floor                                 | <b>3,300 €</b>       |
| <b>17</b> Stickers (two) on the windows                         | from <b>2,500 €</b>  |
| <b>18</b> Branding of infopoint                                 | <b>1,500 €</b>       |

**10% discount if offer is taken up by 30<sup>th</sup> November 2011 at [www.argentovivo.it/advertising](http://www.argentovivo.it/advertising)**

(VAT 21%, if due, is not included)

# Other option available upon request

For further information and booking:

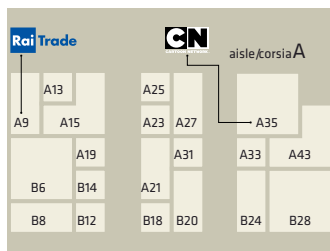
## Argentovivo

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](http://www.argentovivo.it)**  
**[argentovivo@argentovivo.it](mailto:argentovivo@argentovivo.it)**

## Place your ad now!

The first 5 advertisers will have the opportunity to place their logo on the map "Guide to the Licensing Fair" next to the location of their stand. The Guide is distributed to all visitors and exhibitors.



Main entrance



Main entrance



Inside



Main entrance



Main entrance