




SEPTEMBER 10 - 13, 2013




**KIEV
MEDIA
WEEK**


ADVERTISING OPPORTUNITIES WITHIN
KIEV MEDIA WEEK

Type of advertising	Price in Euro	Details	Photo
Display opportunities			
Advertisement on the backside of the KMW participant's badge	1500	Approximate layout size: 110 X 70 mm Number of badges - more than 1000 items	
Logo placement on the KMW badge ribbon	1500	Approximate size of logo: 15 X 15 mm, along the whole ribbon, on the size	

Type of advertising	Price in Euro	Details	Photo
Display opportunities			
Branding of the bag for KMW information materials	2000	<p>Placement of company's advertisement/logo on the bag of KIEV MEDIA WEEK participant. The price includes possibility to insert a CD/DVD, a leaflet or a booklet of up to 20 pages in the bag. Number of bags – more than 1000 items</p>	

Type of advertising	Price in Euro	Details
Advertisement in the official KIEV MEDIA WEEK catalogue, number – more than 1000 items		
Front cover of the KMW catalogue	3000	Layout size: 105 X 125 mm This option also includes possibility to place a roll-up at the KMW venue
Inside front cover of the KMW catalogue	1000	Layout size: 210 X 150 mm
Inside back cover of the KMW catalogue	700	Layout size: 210 X 150 mm


Type of advertising	Price in Euro	Details	Photo
Advertisement in the official KIEV MEDIA WEEK catalogue, number – more than 1000 items			
Back cover of the KMW catalogue	1000	Layout size: 210 X 150 mm	
Advertisement page in the KMW catalogue	400	Layout size: 210 X 150 mm	

Type of advertising	Price in Euro	Details	Photo
Advertisement in the official KIEV MEDIA WEEK catalogue, number – more than 1000 items			
Bookmark in the KMW catalogue	1000	Size of bookmark: 200 X 85 mm	
1/2 of the advertisement page in the KMW catalogue	250	Layout size: 105 X 125 mm	

Type of advertising	Price in Euro	Details	Photo
Advertising at the KIEV MEDIA WEEK venues			
Placing roll-up at the KMW venues	400	Price includes manufacturing of a roll-up in Kiev and placing it for the whole period (4 days) of the conference/ market venue Size: 200 X 80 sm	
Wall-banner placement in the Conference-hall	500	Price includes manufacturing of wall-banner in Kiev and placing it during one of the KMW conferences Size is subject to negotiations	


Type of advertising	Price in Euro	Details
Advertising at the KIEV MEDIA WEEK venues		
Commercial reel run on the plasma screen in the hotel	200	The price includes 64 runs during 4 days of KMW events, from 10:00 till 18:00 (2 runs per hour) Running time of the commercial reel : up to 3 mins
Inserting company's promo-materials in the official bags of KMW participants	400	CD/DVD, leaflet or a booklet of up to 20 pages (price includes two of these options). Number of KMW bags – more than 1000 items
Presentation of company and its products at the Format Show	1000	Presentation running time: up to 30 mins. Running time is a subject to discussion and depends on the conference schedule

Type of advertising	Price in Euro	Details	Photo
Advertising at the KIEV MEDIA WEEK venues			
<p>Logo or slogan of your Company at the column in the Hotel`s Hall плазменном жидкокристаллическом экране</p>	1000	The price is indicated for 4 days	

Type of advertising	Price in Euro	Details	Photo
Advertising at the KIEV MEDIA WEEK venues			
Rental of leaflet holders to be placed in the UCM area	120	Price is for a 3-days rental This option is available only for UCM distributors with stands	
Rental of leaflet holders to be placed in the KMW events venues	400	Price is for a 3-days rental	


Type of advertising	Price in Euro	Details
Advertising at the KIEV MEDIA WEEK venues		
Assistant & translator services	200	<p>Highly professional assistant-translator, fluent in Russian, Ukrainian and English languages</p> <p>If necessary - with knowledge of other languages (German, French, etc.)</p> <p>Indicated price includes 8 hours of working time per day</p>
Distribution of company's ad materials at the KMW venues	200	<p>Distribution of company's materials in hotel lobby, in the conference-hall, and in the area of Ukrainian Content Market</p> <p>Indicated price is for one day of distribution</p>

Type of advertising	Price in Euro	Details
Online Advertisement and Press		
Placing ad banner on KMW website for the period of 1 month	300	Banner on the main page and internal pages of the KIEV MEDIA WEEK website Banner size - 300 X 60 www.kievmediaweek.com
Placing ad banner on KMW website for the period of 3 months	700	Banner on the main page and internal pages of the KIEV MEDIA WEEK website Banner size - 300 X 60 www.kievmediaweek.com
Placing ad banner on KMW website for the period of 6 months	1200	Banner on the main page and internal pages of the KIEV MEDIA WEEK website Banner size - 300 X 60 www.kievmediaweek.com
Placing banner on MediaNanny website		MediaNanny – official partner of KMW Banner on the main page and internal pages www.mediananny.com If you are interested in this option, please contact our manager

Type of advertising	Price in Euro	Details	Photo
Online Advertisement and Press			
Electronic mailout within the Media Resources Management and the market's contact data bases	500	Contact base contains over 4000 e-mails. The price includes two mailouts during one month	
Advertisement in the Content Report Daily	From 100 to 250 Price of advertisement depends on the layout size and its place in the publication	<p>Content Report Daily – official publication of KMW, distributed daily in the KMW venues</p> <p>It is planned to have three issues – as of 11th, 12th and 13th of September 2013</p> <p>Covers official and non-official events of KMW</p> <p>If you are interested in this option, please contact our manager</p>	

We will be happy to discuss and implement all additional comments and wishes of your Company within KIEV MEDIA WEEK

1. We will help to organize and hold a special event in your suite: a cocktail presentation, Happy-Hour, Q & A session;
2. Organize a special event for your company: reception, party, screening;
3. Provide theatrical hostesses at your suite or event (mimes, actors or models, dressed and made up as a theme or characters of your product);
4. Provide additional details to suites, such as: flowers, decorations, etc.



WE WILL DO OUR BEST IN ORDER FOR YOUR COMPANY
TO HAVE BRIGHT AND ENGAGING ADVERTISEMENT AT THE EVENTS OF
KIEV MEDIA WEEK 2013

ALL YOUR QUESTIONS PLEASE ADDRESS TO:

Kristina Kostenetska
KIEV MEDIA WEEK Project manager
+380 67 236 74 40
kostenetska@mrm.ua

or

Kateryna Udut
International sales manager
+380 97 926 27 54
udut.katya@mrm.ua