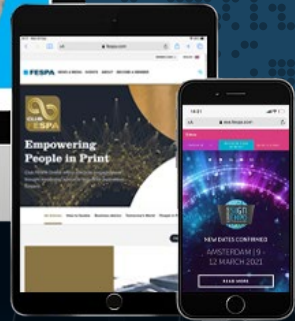
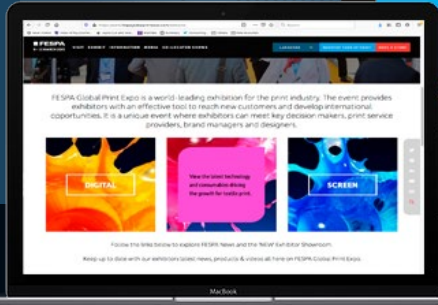
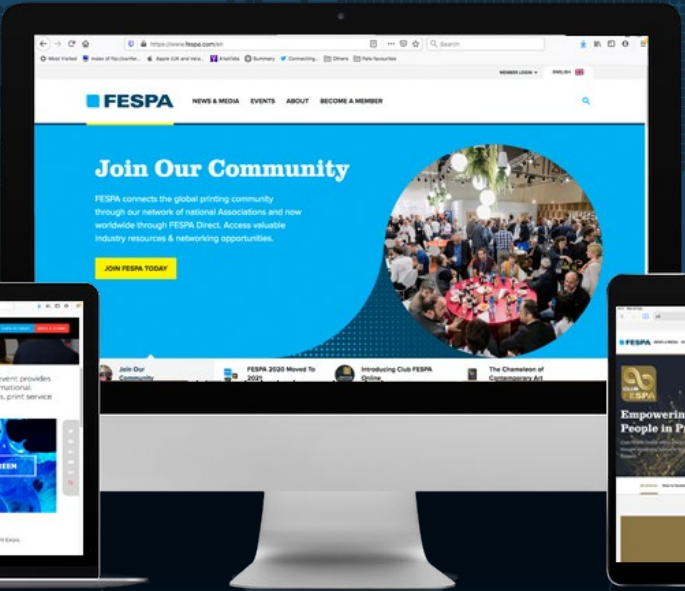


# FESPA Online Advertising Opportunities

## ENGAGE WITH OUR GLOBAL COMMUNITY



**FESPA**  
profit for purpose



# Empowering People in Print

## 6 WORLD LEADING TRADE SHOWS

- 1,300+ innovative exhibitors displaying the latest solutions/innovations
- 77,000+ visitors worldwide
- **Exhibitor Showroom:** online platform for over 500+ Exhibitors



## SUPPORTING OVER 200 ASSOCIATION ACTIVITIES

over the last 5 years



## INVESTING OVER 6 MILLION EUROS

back into the print industry over the last 5 years



## POWERFUL EXPERTISE

- **Global Awards:** 700+ entries from 27 countries over the last 4 years
- **Printeriors:** in partnership with print experts and interior decor technology specialists, Printeriors showcases 100s of stunning designs and products at Global Print Expo
- **FESPA Global Summit:** an exclusive event connecting leaders of the global print community
- **World Wrap Masters:** the only global series of wrapping competitions that connects and celebrates the best wrap installers in the world



## OUR GLOBAL PRINT COMMUNITY

- 37 NATIONAL ASSOCIATIONS
- 16,000+ members worldwide
- **FESPA Direct:** an annual membership subscription offering a range of benefits, including access to the Club FESPA hospitality stand at our exhibitions and unrivalled expert multi-language content
- **Club FESPA Online:** offers expert content in 30+ languages, covering a full spectrum of topics for the global print and visual communications community



## FESPA SOCIAL MEDIA

- **Twitter:** 18,800 followers
- **Facebook:** 18,150 followers
- **LinkedIn:** 7,000 followers
- **Instagram:** 4,660 followers
- **FESPA TV:** 55,000 subscribers, 2 million non-subscriber viewers



## FESPA.COM

73,000+ page views per month



## FESPA WORLD NEWSLETTER

3 languages, 55,000 readers



## THOUGHT LEADERSHIP

- 45 Technical Guides
- 16 Industry Whitepapers and Planet Friendly Guides
- **Print Census:** a global research project to understand the speciality print community



# FESPA Online

## Why Advertise with FESPA?

Discover the available advertising opportunities across FESPA Online including the main FESPA.com website, event websites, FESPA Coffee Break and FESPA World newsletters. All FESPA online content is optimised for desktop, tablet and mobile devices, ensuring that you can target your audience at any time.

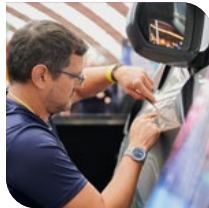
By advertising with FESPA, you're aligning your brand with a widely respected business support organisation with a 50-year track record of helping print businesses thrive all over the world.

### NEW PRODUCT?

If you are launching a new product, FESPA can bring it to the attention of thousands of print decision-makers.

### EXHIBITING AT FESPA'S SHOWS?

Drive quality leads and potential customers to visit your stand and discover your products. Take advantage of FESPA's online opportunities to enhance your presence at FESPA's exhibitions. Bring buyers to your stand and accelerate sales.



**20%  
DISCOUNT**

**on all prices for all  
FESPA Global Print  
Expo and European  
Sign Expo 2022  
exhibitors.**

# FESPA's Corporate Website

## FESPA.com

Whether you want to build your brand's visibility, gain new customers or expand your international presence, FESPA Online offers packages to suit every budget. FESPA.com receives an average 73,000 page views per month from a qualified audience of business decision-makers.



| FESPA.COM                         |   |                      |                     |
|-----------------------------------|---|----------------------|---------------------|
| Position                          | Size  | Monthly Price (Euro) | Monthly Exclusivity |
| News Articles (Approx 25+) Banner | 760px x 400px                                     | €3,750               | €9,000              |
| New Product Launch News Article   | 1500 words & 171 x 171 tile on FESPA World        | €2,499               | n/a                 |
| Home Page                         | Desktop (970px x 250px)<br>Mobile (600px x 500px) | €1,699               | €4,125              |
| News Home Page                    | Desktop (970px x 250px)<br>Mobile (600px x 500px) | €1,399               | €3,375              |
| Events Home Page                  | Desktop (970px x 250px)<br>Mobile (600px x 500px) | €1,375               | €3,375              |
| Events Page Banner                | 760px x 400px                                     | €999                 | €2,375              |
| Events Partner Listing            | n/a   | €999                 | n/a                 |



[VIEW ADVERT POSITIONS →](#)

## FESPA COFFEE BREAK WEBINARS

To complement our exhibitions, FESPA Coffee Break webinars provide virtual panel discussions with industry experts via webinars with a focus on key, topical themes such as production automation, quality assurance and sustainability. Sponsors will have equivalent branding to FESPA throughout the session and will have a relevant speaker on the panel. The webinars will be promoted via our FESPA.com, social media, email newsletters and will be hosted on our "FESPA TV" YouTube page.



| FESPA COFFEE BREAK WEBINARS                           |        |
|---|--------|
| Exclusive Sponsorship (Euro)                          | €2,000 |
| Exclusive Sponsorship & opted-in attendee data (Euro) | €2,999 |

sales@fespa.com T: +44 (0)1737 240788

[VIEW ADVERT POSITIONS →](#)

# FESPA Exhibitions Online

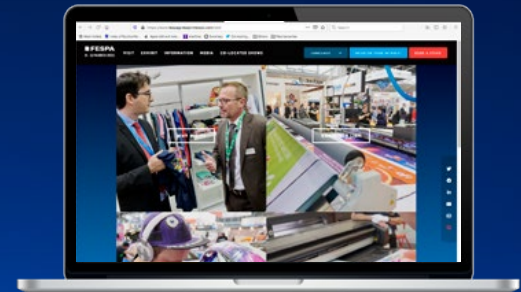
## Advertise directly to FESPA exhibition visitors

Averaging over 580,000-page views per event campaign, FESPA's exhibitions' microsites are the perfect opportunity to enhance your show presence as well as outline your brand as number one in your industry.

## Global Print Expo

| GLOBAL PRINT EXPO WEBSITE          |              |                      |                     |
|------------------------------------|--------------|----------------------|---------------------|
| Position                           | Size         | Monthly Price (Euro) | Monthly Exclusivity |
| Home Page - Mid Banner             | 970px x 90px | €1,399               | €3,399              |
| Home Page - Footer Banner          | 970px x 90px | €899                 | €2,199              |
| Why Visit - Mid Banner             | 970px x 90px | €1,199               | €2,799              |
| Why Visit - Footer Banner          | 970px x 90px | €749                 | €1,799              |
| News Hub - Mid Banner              | 970px x 90px | €1,049               | €2,549              |
| News Hub - Footer Banner           | 970px x 90px | €699                 | €1,699              |
| Exhibitor Showroom - Mid Banner    | 970px x 90px | €999                 | €2,399              |
| Exhibitor Showroom - Footer Banner | 970px x 90px | €699                 | €1,699              |
| Social Media mention               | n/a          | €849                 | n/a                 |

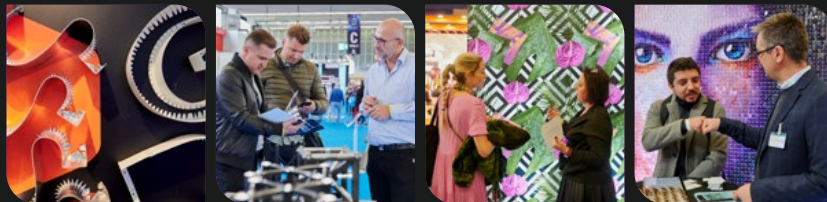
**FESPA  
GLOBAL  
PRINT  
EXPO**



# European Sign Expo

## EUROPEAN SIGN EXPO WEBSITE

| Position                           | Size         | Monthly Price (Euro) | Monthly Exclusivity |
|------------------------------------|--------------|----------------------|---------------------|
| Home Page - Mid Banner             | 970px x 90px | €699                 | €1,699              |
| Home Page - Footer Banner          | 970px x 90px | €449                 | €1,099              |
| Why Visit – Mid Banner             | 970px x 90px | €449                 | €999                |
| Why Visit – Footer Banner          | 970px x 90px | €249                 | €499                |
| News Hub - Mid Banner              | 970px x 90px | €449                 | €999                |
| News Hub - Footer Banner           | 970px x 90px | €249                 | €499                |
| Exhibitor Showroom - Mid Banner    | 970px x 90px | €449                 | €999                |
| Exhibitor Showroom - Footer Banner | 970px x 90px | €249                 | €499                |
| Social Media mention               | n/a          | €449                 | n/a                 |



# The **New** Exhibitor Showroom

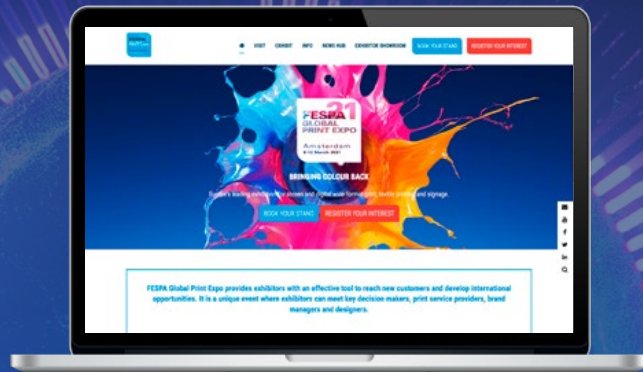
**FESPA**  
GLOBAL  
PRINT  
EXPO



## FOR 2022 EXHIBITORS ONLY

For over 50 years FESPA has been the leader in introductory products to an ever evolving market. Visitors to our shows are at the forefront of adopting new technologies.

This highly dynamic platform is designed for forward-looking decision makers to keep up-to-date with what is new in the industry.



**FESPA**  
profit for purpose

### STANDARD [COMPULSORY] €850

- Stand No, Company name, address, company website, logo
- 3 categories, 3 videos, 3 products
- 1 press release and 1 white paper

### PREMIUM €1,150

- Stand No, Company name, address, company website
- Company Logo & 150 word profile
- 6 categories, 6 videos, 6 products
- 3 press releases and 3 white papers

### DELUXE €2,250

- Stand No, Company name, address, company website
- Company Logo & 150 word profile
- 6 categories, 6 videos, 6 products
- 3 press releases and 3 white papers
- Visitors can contact you directly online via your listing
- Your name highlighted on the Exhibitor list (coloured frame)

sales@fespa.com T: +44 (0)1737 240788

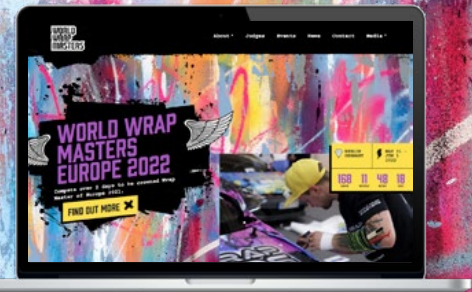
# World Wrap Masters

The World Wrap Masters connects and celebrates the best wrap installers in the world and is the only truly international series of wrapping competitions, with events in four continents and the winners of these regional and national events competing in the final for the title of World Wrap Master. Here's how you can reach this unique and interactive audience.



# WORLD WRAP MASTERS

| WORLD WRAP MASTERS WEBSITE BANNERS |   |                      |                     |
|------------------------------------|---|----------------------|---------------------|
| Position                           | Size  | Monthly Price (Euro) | Monthly Exclusivity |
| News Page                          | Desktop (970px x 250px)<br>Mobile (600px x 500px) | €549                 | €1,399              |
| Events Page                        | 760px x 440px                                     | €549                 | €1,399              |
| Judges Page                        | 760px x 440px                                     | €549                 | €1,399              |
| Home Page                          | Desktop (970px x 250px)<br>Mobile (600px x 500px) | €799                 | €1,999              |





# FESPA World Newsletter

## Print's Leading Email Newsletter


With the print industry constantly developing, FESPA sends a monthly newsletter to its readership that offers the latest features, industry news, blogs and podcasts relevant to the print community. The content covers a wide range of sectors including screen printing, digital printing, textile printing and more.


FESPA World is sent out in English, Spanish and German and has over 55,000 readers, 80% of which are decision makers.

| FESPA WORLD NEWSLETTER   |               |                      |
|--|---------------|----------------------|
| Position   | Size          | Monthly Price (Euro) |
| Wide Rectangle Banner<br>(please specify - English, German or Spanish) | 660px x 141px | €2,499               |
| News Article Banner<br>(please specify - English, German or Spanish)   | 200px x 114px | €1,999               |
| Tile<br>(please specify - English, German or Spanish)                  | 171px x 171px | €599                 |



VIEW ADVERT POSITIONS →






FESPA  
COFFEE  
BREAK

*Take a break and make it count!*


Join FESPA's Coffee Break sessions where industry experts share their views and answer your questions on how speciality printers can get better, faster.



**FESPA introduces "Coffee Break" webinars**


Graeme Richardson-Locke introduces FESPA Coffee Break, webinars that will feature industry experts who will share their knowledge, opinions and will answer questions on how speciality printers can get better, faster.

READ MORE




**FESPA Awards 2020 winners announced**

Read more... [WEB RELEASE](#)




**How to handle Total Appearance Capture**

Read more... [FEATURES](#)




**Benefits of desktop DTG printers**

Read more... [FEATURES](#)




**Brother releases GTXpro, the latest direct to garment printer**

Read more... [INDUSTRY](#)




**FESPA Mexico exhibition postponed to September 2021**

Read more... [WEB RELEASE](#)



**VR Motorsport's female drivers in pole position with MediaCo's HP Latex wrap**

Read more... [INDUSTRY](#)



**Empowering people in print**

Expert content for our members covering the digital and screen printing communities provided in an exclusive online portal. Club FESPA offers practical, engaging and

sales@fespa.com T: +44 (0)1737 240788

# Club FESPA Online

Club FESPA Online offers practical, engaging and thought provoking advice. It's an exclusive platform accessible only to FESPA's association and FESPA Direct members.



**BUSINESS ADVICE**

**Confronting the COVID-19 crisis**

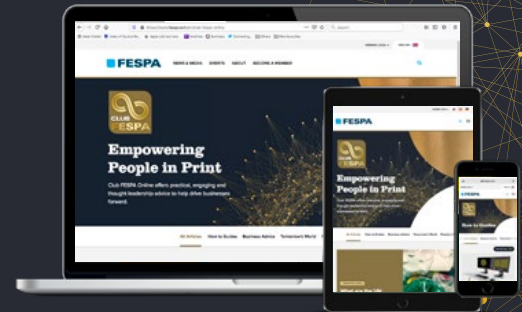
**TOMORROW'S WORLD**

**Embracing the circular economy**

**PEOPLE IN PRINT**

**'Printed with light': RGB screens steal the show**

| CLUB FESPA ONLINE BANNERS |   |                      |                     |
|---------------------------|---|----------------------|---------------------|
| Position                  | Size  | Monthly Price (Euro) | Monthly Exclusivity |
| Home Page                 | Desktop (970px x 250px)<br>Mobile (600px x 500px) | €699                 | €1,699              |
| News Article Body         | 760px x 400px                                     | €399                 | €999                |



# FESPA Online Advertising

## Positioning and Technical Specifications

All banners need to be in JPG or PNG format and less than 1MB in file size.

All logos need to be hi-res 300 dpi and in EPS or JPG format.

### 1 FESPA Webinar Coffee Break

The sponsor's company logo will feature alongside FESPA's logo in all promotional activity for the webinar - before and after the event. This includes emails, banners and on the FESPA.com website. The logo will also appear in the background of the webinar, as shown in image on the right.

#### REQUIRED:

- Company logo

### 2 FESPA World Newsletter

The specification and the positioning of each of the banners is shown in the examples opposite.

- News article banner (200px x 114px)

- Wide rectangle banner (660px x 141px)

- Tile banner (171px x 171px)

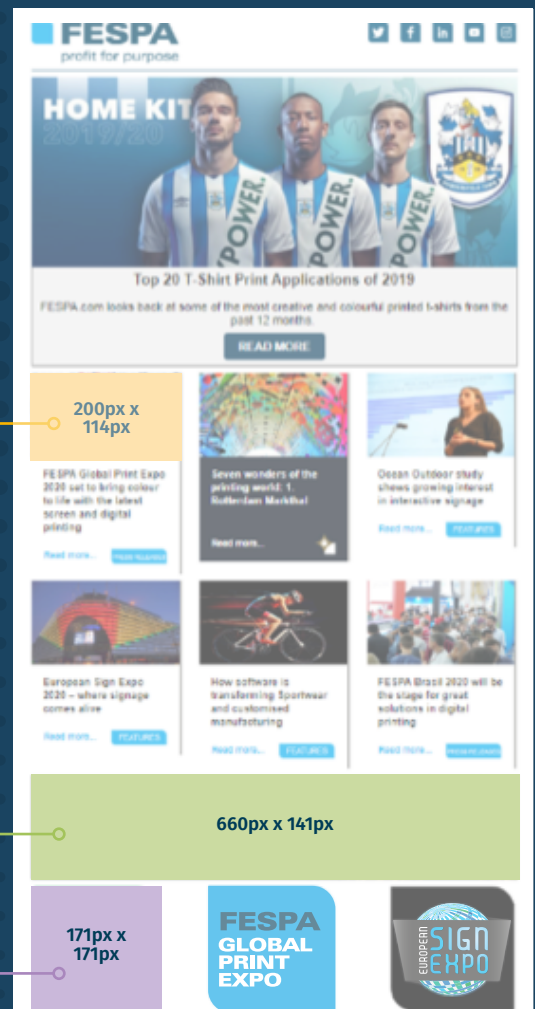
#### REQUIRED:

- Static banner supplied in specified dimensions.

Logo position example - Blog



FESPA World Newsletter - Advertising positions



### 3 FESPA.com

The specification and the positioning of each of the banners is shown in the examples opposite.

#### ■ Home Page Banner

Desktop (970px x 250px) Mobile (600px x 500px)

#### ■ News Home Page Banner

Desktop (970px x 250px) Mobile (600px x 500px)

#### ■ Events Home Page banner

Desktop (970px x 250px) Mobile (600px x 500px)

#### ■ News Article Page banner (760px x 400px)

Appearing on every new News Article for the specified month

#### ■ Events Pages Banner (760px x 400px)

#### REQUIRED:

- Static banner supplied in specified dimensions.

#### ■ New Product Launch News Article

New product launch example



#### REQUIRED:

- 1 cover image, 790px x 450px  
Up to 1500 words (Content to be approved by FESPA)
- 1 YouTube or podcast link (preferably less than 5 minutes long)
- Up to 2 further images (any size) can also be supplied.
- Please supply other relevant hyperlinks that you require.

#### ■ Events Partner Listing page

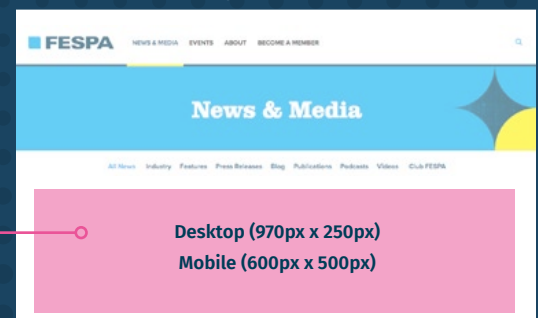
#### REQUIRED:

- Title of event
- Summary of event (maximum 300 words)
- Venue/Location of event
- Header image (805px x 490px)
- Company logo (70px x 70px)
- Background image (1600px x 970px)
- Website URL
- Start date – end date

FESPA.com Home Page Banner



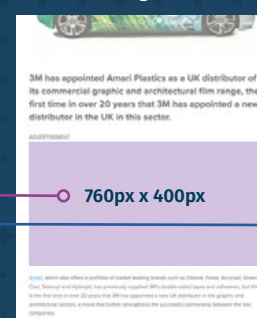
News and Media Home Page Banner



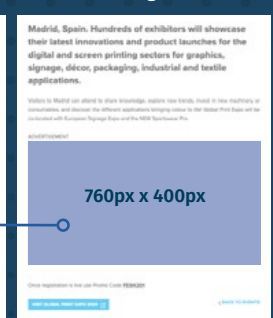
Events Home Page Banner



News Article Page Banner



Events Home Page Banner



# 4 Global Print Expo

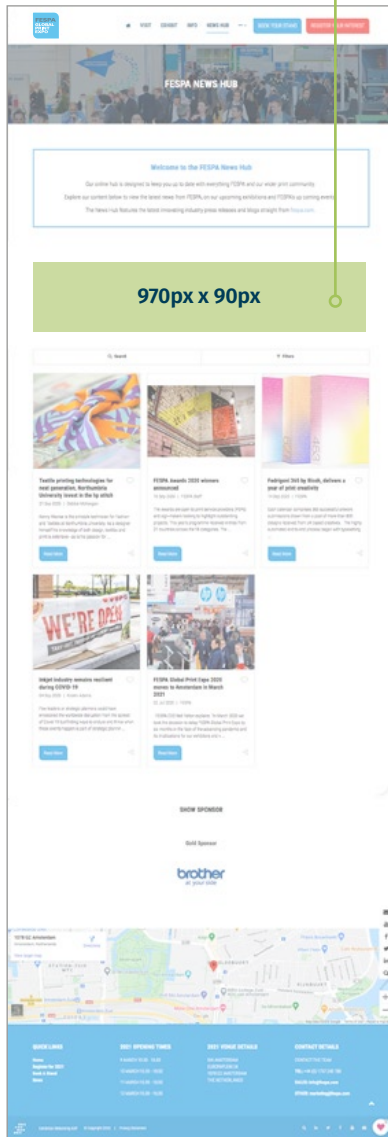
Home Page, Why Visit, News Hub and Exhibitor Showroom.  
Mid and Footer Banners available - examples shown below.

■ Visit Us

■ Home Page

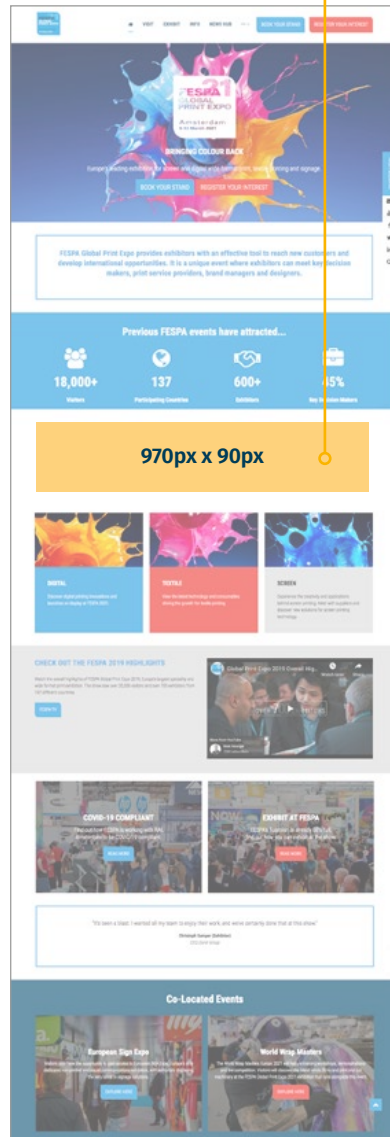
■ News Hub

News Hub Mid Banner



970px x 90px

Home Page Mid Banner



970px x 90px

# FESPA GLOBAL PRINT EXPO

Visit Us Page Banner positions



970px x 90px

970px x 90px

**REQUIRED:**

- Banner size 970px x 90px

# 5 European Sign Expo

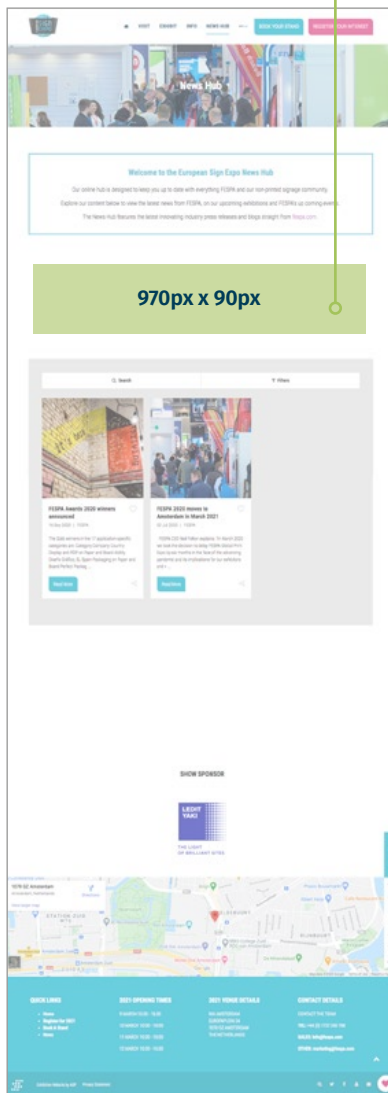
Home Page, Why Visit, News Hub and Exhibitor Showroom.  
Mid and Footer Banners available - examples shown below

**Visit Us**

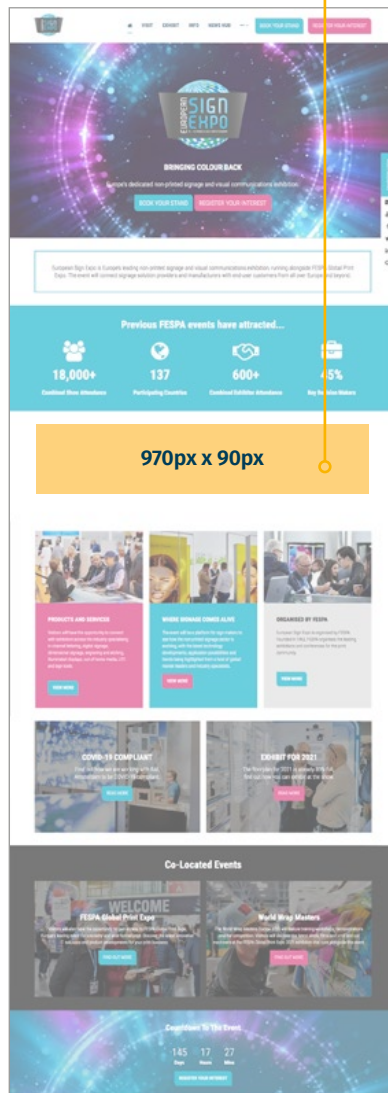
**Home Page**

**News Hub**

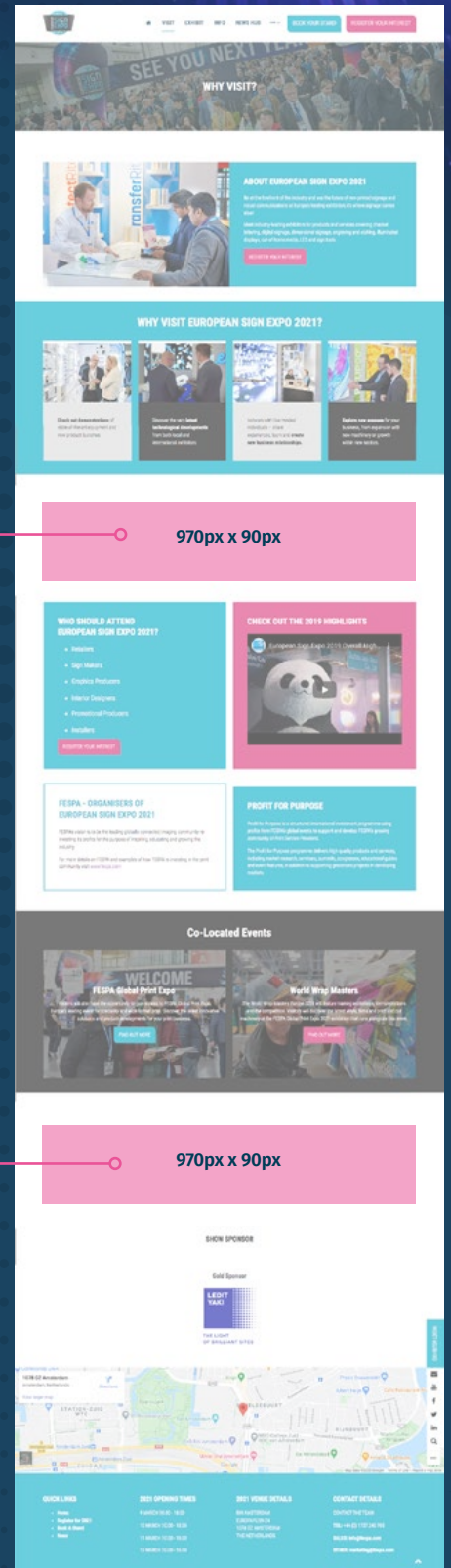
News Hub Mid Banner



Home Page Mid Banner



Visit Us Page Banner positions



**REQUIRED:**

- Banner size 970px x 90px

## 6 World Wrap Masters

### Home Page

Desktop Banner size (970px x 250px)

Mobile Banner size (600px x 500px)

#### Home Page Banner



Desktop Banner size (970px x 250px)

Mobile Banner size (600px x 500px)

### THE ONLY GLOBAL WRAP COMPETITION

The World Wrap Masters connects and celebrates the best wrap installers in the world and is the only truly international series of wrapping competitions, with events in every major continent and the winners of these regional and national events competing in the final for the title.

### News Page

Desktop Banner size (970px x 250px)

Mobile Banner size (600px x 500px)

### Events Page - Banner size 760px x 440px

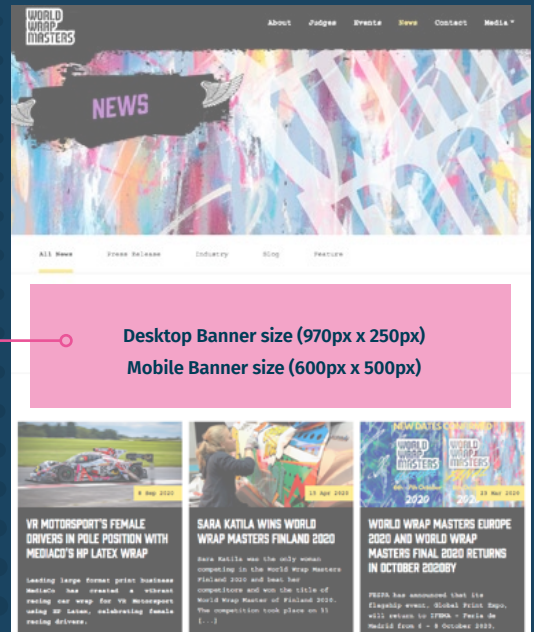
### Judges Page - Banner size 760px x 440px

#### REQUIRED:

- Static banner supplied in specified dimensions.

# WORLD WRAP MASTERS

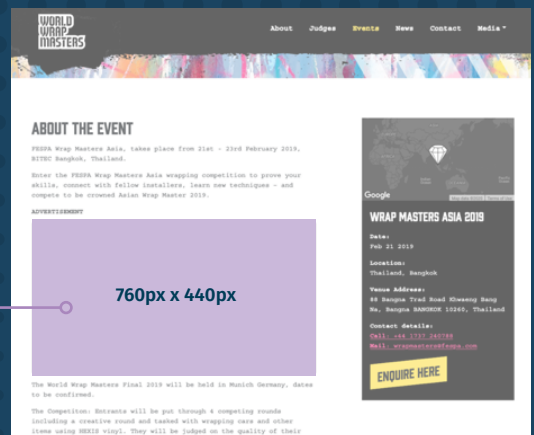
#### News Page Banner



Desktop Banner size (970px x 250px)

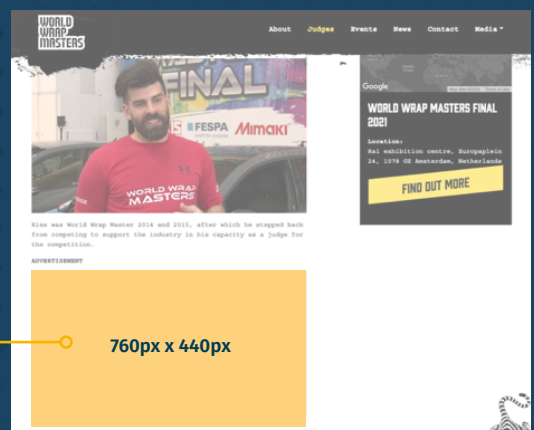
Mobile Banner size (600px x 500px)

#### Events Page Banner



760px x 440px

#### Judges Page Banner



760px x 440px

## 7 Club FESPA

### Home Page

Desktop Banner Size (970px x 250px)

Mobile Banner Size (600px x 500px)

### News Article Body Banner size 760px x 400px

Appearing on all new Club FESPA news articles for the specified month

#### REQUIRED:

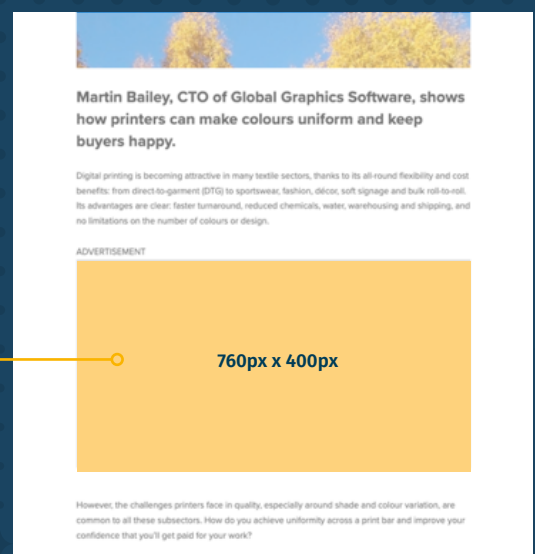
- Static banner supplied in specified dimensions.



Home Page Banner



News Article Banner





## 8 FESPA Social Media Guidelines

### ■ Social Posts (At least 1 months' notice)

If purchased, an advertiser will receive one post per channel within the specified month.

We will only feature a maximum of 3 companies per month.

Please provide different posts per platform, duplicate posts may not be posted, as this goes against FESPA's social media policy. FESPA will retain editorial posting rights and will determine the date and time advertisers' posts are sent. This is to avoid advertisers' posts clashing and to post the content at the most engaging times, as determined by platform engagement. Once FESPA has confirmed the date and time of when the post will be scheduled, we will confirm this with each advertiser, so they can amplify the social posts using their own social channels. If the posts relate to a product launch or an event taking place, please make FESPA aware of the date / time when sending the post over, so they can schedule accordingly.

### ■ Video content

Where possible, original video files are required, rather than a YouTube link. All video content should be provided as an MP4 file. This ensures the video auto-plays in the social feed.

### ■ Twitter



Although the maximum character count is 280 characters, posts should ideally be around 200 characters (a character is a "space", letter, symbol or number).

Always include an image or video. Quotes should be included on the image if possible.

Images should be 1024 x 512 pixels.

Videos should be 60-90 seconds long.

- Videos must be no longer than 2 minutes and 20 seconds.
- The minimum resolution for Twitter videos is 32 x 32 and the maximum resolution is 1920 x 1200 or 1200 x 1900.
- The maximum file size is 512MB.

Please provide correct handles (@) and hashtags (#).

### ■ Facebook



Facebook posts should ideally be less than 225 characters.

Videos should be no longer than 90 seconds. Longer form video content should be uploaded to YouTube, with a link directing the user from Facebook to YouTube.

The ideal Facebook video dimension is 720p (frame size of 1280px wide by 720px high) and less than 1GB. Facebook will allow carousels – multiple images, each with its own link. Carousel images should be 600 x 600 pixels. Facebook link images (general landscape images used in posts) should be 1200 x 628 pixels.

### ■ LinkedIn



LinkedIn posts should ideally be less than 225 characters.

One image can be added to the post.

Image size should ideally be 1024 x 512 (the same as Twitter).

Please keep videos to approximately 90 seconds.

- Minimum file size: 75KB
- Maximum file size: 5 GB
- Orientation: Horizontal or vertical. Note: Vertical videos are cropped into a square in the feed.
- Aspect ratio: 1:2.4 or 2.4:1
- Resolution range: 256 x 144 to 4096 x 2304
- Formats that are not supported include: ProRes, MPEG-2, Raw Video, VP6, WMV1as.

#### All posts should be sent to:

FESPA: Kelley-Ann Young  
[Kelley.Young@fespa.com](mailto:Kelley.Young@fespa.com)

AD Communications: Imogen Woods  
[iwoods@adcomms.co.uk](mailto:iwoods@adcomms.co.uk)

For any questions on social posts for the FESPA social media channels, please contact Imogen Woods at AD Communications at the above email address.