

Drive Booth Traffic Instill Brand Recognition Encourage Repeat Business Drive Traffic to Your Company Website

Maximize your show participation at **ShoWest**, **ShowEast**, **Cinema Expo International** and **CineAsia** by advertising online on the Nielsen Film Group website for pre- and post-show exposure.

Banner Ads are an easy, effective and affordable advertising medium that reaches a qualified audience 24/7. And all banners and ads include a reciprocal link to your company's website!

For rates and to reserve space, call **Robin Klamfoth** at **770-291-5448** or email her at robin.klamfoth@nielsen.com.

The screenshot displays the Nielsen Film Group website interface. At the top, there is a 'BACK STAGE' banner with the text 'SAVE UP TO 40% OFF REGULAR RATE' and a list of benefits: 'Thousands of new casting notices updated every day', 'Unlimited submissions to casting notices', and 'Online access to ResReports.com'. Below this is a large banner for 'Cinema Expo International' (June 25-28, 2007, Amsterdam RAI). The main content area features 'Upcoming Shows' with cards for ShowEast (October 15-18, 2007), CineAsia (December 4-6, 2007), and ShoWest (March 10-13, 2008). There are also sections for 'Film News', 'International News', 'U.S. Box Office Top 5', and 'Film Reviews'. A 'DMA Wall Map' is visible at the bottom of the page.

728 x 90
Leaderboard

300 x 250 Medium
Rectangle
With Video
Capability

Small
Ad
Spots

728 x 90
Anchor