



FINAT MEDIA AND SPONSORING OPTIONS 2022

B2B ADVERTISING & MARKETING OPPORTUNITIES
REVISED VERSION 3 MARCH 2022

LINKING THE LABEL COMMUNITY
LIVE, ONLINE AND IN PRINT

2022 will be a busy year with three FINAT events (#LABELicious, the European Label Forum and the Technical Seminar). To help you choose the right medium to profile your company, we have developed a number of combined marketing (B2B) packages. Of course the stand-alone options of advertising and sponsoring an event will remain available as well.

PRICES STAND-ALONE OPTIONS

ADVERTISING

YEARBOOK	Full page € 3,400	Half Page € 2,750	Quarter page € 2,250
LNO	Full year € 1,995	Half year € 1,095	Quarter year € 695
WEBSITE	Full year € 1,495	Half year € 895	Quarter year € 495

P.S. A 15% discount is given if a combination of two or more options is chosen. For agencies a 5% discount for adverts in the Yearbook will apply.

SPONSORING

EUROPEAN LABEL FORUM	Gold € 6,000	Silver € 3,500	Bronze € 1,750 (tabletop only)
TECHNICAL SEMINAR	€ 850		
#LABELICIOUS INDUSTRY PARTNERSHIPS	Platinum € 3,000	International (6 companies) € 1,500	National (2 per Country) € 750
	One week, cost covered internship for one of the three international winners (sponsor linked to Specialty Class Award)	-	Optional: one week, cost covered, internship for national winner
	Active outreach through partner-owned channels such as website, email newsletter etc.	Active outreach through partner-owned channels such as website, email newsletter etc.	Active outreach through partner-owned channels such as website, email newsletter etc.

PRICES COMBINED PACKAGES

(COVER A BROAD RANGE OF POSSIBILITIES FOR THE FULL YEAR)

PACKAGE	PRICE	SPONSOR ELF	SPONSOR SEM	SPONSOR #LABEL ICIOUS	ADVERT YEAR BOOK	ADVERT LNO	ADVERT WEB	REGULAR PRICE	ROI/ DISCOUNT	%
RHODIUM full coverage (sponsorship all events + all media)	€ 12,000	X (gold)	X	X (inter- national)	X (1 page)	X (1 year)	X (1 year)	€ 15,240	€ 3,240	20%
DIAMOND partial coverage (all events + 1 media)	€ 7,000	X (silver)	X	X (inter- national)	X (1/4 page)	-	-	€ 8,100	€ 1,100	13%
PEARL partial coverage (all media)	€ 5,750	-	-	-	X (1/2 page)	X (1 year)	X (1 year)	€ 6,240	€ 490	7%

DETAILS AND TECHNICAL SPECIFICATIONS

ADVERTISING

DEADLINES

	PUBLISHING DATE	RESERVATION ADVERTS	CLOSING DATE ARTICLES
YEARBOOK	28 October	29 September	22 September
LNO	Every second Thursday of the month (starting 6 January)		

TECHNICAL SPECIFICATIONS | ADVERT SIZES

YEARBOOK*

1/1 page	185x250 mm (w x h) 206x 271 mm (bleed-off)
1/2 page	85x250 mm (w x h) 185x120 mm (w x h)
1/4 page	85x120 mm (w x h) 185x55 mm (w x h)

* File to be sent as a high resolution certified PDF (document size has to be the same as advertisement size) and in Postscript (always enclose fonts).

LNO




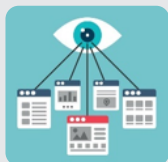
WxH	630 x 150 px
Format/size	JPEG / Max 99 Kb
Resolution	72 dpi

WEBSITE BANNER

WxH Welcome page	728 x 90 px
WxH Further pages	300 x 250 px
Format	JPEG or animated GIF
Resolution	72 dpi
Size	Max 99 Kb

COVERAGE & CIRCULATION

Our editions are distributed in a controlled circulation to targeted readers **worldwide**. Our readership includes FINAT member companies (label printers & suppliers), national & regional label associations and their members, packaging magazines, and subscribers from the labelling and adjacent industries.

PRINT RUN	ONLINE ADDRESSES	COVERAGE IN COUNTRIES	PAGE VIEWS PER MONTH
			
2,750	3,350	70	13,500

SPONSORING

EUROPEAN LABEL FORUM

GOLD SPONSOR

- Listing as Gold Sponsor in all official FINAT ELF documentation as of mid-April 2022
- Full page f/c advert in programme book (supply as PDF 10 x 20.5 cm, w x h)
- Company logo on banner at stage (supply as EPS or high resolution JPEG)
- Company logo published on ELF website (supply as JPEG 72 dpi 200 x 200 pix)
- Company banner rotating on FINAT website (1 May - 1 October)
supply in 2 formats:
 - 728 x 90 w x h (animated) GIF
 - 300 x 250 w x h (animated) GIF
- Company banner on ELF website (supply as: 320 x 460 pix w x h in animated GIF)
- Company logo description on ELF website (max 150 words)
- Company listing in event app (details tba)
- Free table top booth & poster panel (optional) for the entire duration of the forum
- Free entry to the forum for the 1st delegate
- Two VIP tickets for your customer (converter and non FINAT member only)
- Free 10-seconds' video promotion of your company or product on screens during the B2B breaks

SILVER SPONSOR

- Listing as Silver Sponsor in all official FINAT ELF documentation as of mid-April 2022
- Half page f/c advert in programme book (supply as PDF 10 x 11 cm, w x h)
- Company logo on banner at stage (supply as EPS or high resolution JPEG)
- Company logo published on ELF website (supply as JPEG 72 dpi 200 x 200 pix)
- Company description on ELF website (max 100 words)
- Company listing in event app (details tba)
- Free table top booth & poster panel (optional) for the entire duration of the forum
- 50% discount on participation fee 1st delegate
- Two VIP tickets for your customer (converter and non FINAT member only)

BRONZE SPONSOR

- Listing as Bronze Sponsor in all official FINAT ELF documentation as of mid-April 2022
- Free table top booth & poster panel (optional) for the entire duration of the forum

TECHNICAL SEMINAR

- Table (approx. 1x1,70 m), 2 chairs, and electricity
- Exhibitor listing (company name and logo) in the final seminar programme
- Company logo published on seminar page of FINAT website
- Company logo rotating on FINAT presentation during the seminar



ELF 2019, Copenhagen

#LABELICIOUS

The return commitment of the partnership by FINAT consists of the following elements:

- Brand visibility as Partner (per partner type) in all campaign-owned communications (Website, Newsletter etc.) to young talent in the competition and to all international industry stakeholders as investor in future workforce.
- Press release to international media about partnership
- And:



PLATINUM SPONSOR

- One seat per partnership in the international professional jury
- 1 interview on the #LABELicious website (+ social/PR-supported announcement) on future workforce development
- A ½ page A4 advertorial (text, logo – specs TBD) in the #LABELicious editorial section of the FINAT 2022 Yearbook (released Oct/Nov 2022)
- Listing as #LABELicious partner on www.labelicious.eu or product on screens during the B2B breaks.

INTERNATIONAL SPONSOR

- One seat per partnership in the international professional jury
- A ½ page A4 advertorial (text, logo – specs TBD) in the #LABELicious editorial section of the FINAT 2022 Yearbook (released Oct/Nov 2022)
- Listing as #LABELicious partner on www.labelicious.eu

COUNTRY SPONSOR

- Press Release to national media to announce country partnership
- A ½ page A4 advertorial (text, logo – specs TBD) in the #LABELicious editorial section of the FINAT 2022 Yearbook (released Oct/Nov 2022)
- Listing as #LABELicious partner on www.labelicious.eu

DEADLINES

	APPLICATION SPONSORSHIP	SUPPLY OF LOGO	SUPPLY OF OTHER VISUALS & DOCS
ELF	No later than 28 April	Upon application but no later than 28 April	No later than 29 April
#LABELICIOUS	No later than 1 March	Upon application but no later than 1 March	No later than 18 March
TECHNICAL SEMINAR	No later than 14 October	Upon application but no later than 14 October	No later than 20 October

APPLICATIONS

CLICK HERE OR SCAN THE QR CODE FOR THE FORM.



INFORMATION

For more information and a tailor-made offer, please contact Jakovina van Haeringen at the FINAT secretariat.

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FINAT - THE ASSOCIATION FOR THE EUROPEAN SELF-ADHESIVE LABELLING AND ADJACENT NARROW WEB CONVERTING INDUSTRIES