Marketing: formats and deadlines for advertising

Formats, resolutions and submission deadlines for logo, programme booklet, banners, flags, roll-ups, con special giveaways and video trailers.

Contents

Thank you very much 1
Deadline overview 2
Logo 2
Programme booklet: full page 2
Programme booklet: half page 3
Entrance banner 3
Entrance area, routing, fence 3
Signage system: exhibition wall 3
Flags 3
Roll-up 4
Con special giveaways 4
Video trailer in the programme on stage and in the cinema 4

Thank you very much

Thank you very much for wishing to use Anime Messe Babelsberg from 22 to 25 July 2027 to present your brand or product to our visitors. So that we can plan your advertising presence in the best possible way, we ask you to send us the required materials in the appropriate formats in good time.

Please always send an e-mail to info@animemesse.de, even if you are already in contact with one of our contact persons. This way we make sure that all data is recorded and the preparations are completed on time. Should you miss a deadline, feel free to contact us, perhaps we can still find a solution.

Deadline overview

Format / service	Deadline	Note
Logo (programme booklet and online directory)	as early as possible, at the latest 02/07/2027	self-upload in the status portal
Print data (programme booklet, flyers, banners, roll-ups etc.)	02/07/2027	by e-mail to info@animemesse.de
Con special giveaways (shipping to our office)	01/07/2027	only after prior agreement
Con special giveaways (delivery to the venue)	19/07/2027 to 21/07/2027	only after prior agreement and with an appointment
Digital data (video trailers for stage and cinema, InfoTV)	16/07/2027	by e-mail to info@animemesse.de

Logo

The logo is used for the programme booklet and for your entry in the online directory on our website. The earlier you upload the logo, the sooner you appear visibly in the directory, which significantly increases your reach. As an exhibitor or artist you upload the logo directly in the status portal.

- Orientation: landscape
- Data format: 650 x 250 pixels
- File type: jpg, png, tif or PDF

Programme booklet: full page

- Orientation: portrait
- Data format: 154 x 216 mm (6 mm bleed)
- Final format: 148 x 210 mm
- DPI resolution: 300 DPI
- File type: tif or PDF

Programme booklet: half page

- Orientation: landscape
- Data format: 154 x 108 mm (6 mm bleed)
- Final format: 148 x 105 mm
- DPI resolution: 300 DPI
- File type: tif or PDF

Entrance banner

- Data format: 2.4 m x 7.5 m
- Colour space: CMYK
- DPI resolution: at least 150, at most 300 DPI
- File type: tif or PDF

Entrance area, routing, fence

- Data format: 229 cm x 75 cm
- Colour space: CMYK
- DPI resolution: at least 150, at most 300 DPI
- File type: tif or PDF

Signage system: exhibition wall

- Data format: 340 cm x 174 cm
- Colour space: CMYK
- DPI resolution: at least 150, at most 300 DPI
- File type: tif or PDF

Flags

- Data format: 675 x 1905 mm
- Cutting details: sv5.akv.events/upload/Snowflag_Squareflag_L_40-farbig_1.pdf
- Colour space: CMYK
- DPI resolution: 300 DPI
- File type: tif or PDF

Roll-up

Attention: a roll-up only if its production was booked through us. Otherwise, please bring your own material.

- Data format: 852 x 2101 mm
- Final format: 850 x 2000 mm (3 mm bleed)
- Colour space: CMYK
- DPI resolution: 300 DPI
- File type: tif or PDF

Con special giveaways

Shipping to our office with a cover letter identifying the sponsor or client by 01/07/2027. Attention: shipping only after prior agreement.

Shipping address (office):
AKV Events GmbH
AMB27 - Con-Special
Helmholtzstr. 23
12459 Berlin

Alternatively, delivery directly to the event venue is possible between 19/07/2027 and 21/07/2027. Attention: only after prior agreement and with an agreed delivery time. The con specials are packed on 22/07/2027, so we cannot include any later deliveries.

Shipping address (event):
Anime Messe Babelsberg
Filmpark Babelsberg
Großbeerenstraße 200
14482 Potsdam

Video trailer in the programme on stage and in the cinema

- Orientation: landscape
- Data format: 1920 x 1080 pixels
- Video codec: h264
- File type: .mp4