# Marketing: formats & deadlines

Formats, resolutions and submission deadlines for logo, programme flyer, banners, flags, roll-ups and video trailers. All deadlines: 29/12/2026.

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## Thank you very much

Thank you very much for wishing to use Anime on Ice from 8 to 10 January 2027 at the Metropolis Halle Potsdam 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

All submission deadlines for Anime on Ice 2027 are uniformly on **29/12/2026**.

| Format / service | Deadline | Note |
|---|---|---|
| **Logo (online directory)** | as early as possible, at the latest 29/12/2026 | self-upload in the status portal |
| **Print data (programme flyer, banners, roll-ups etc.)** | 29/12/2026 | by e-mail to info@animemesse.de |
| **Digital data (video trailers for the event stage)** | 29/12/2026 | by e-mail to info@animemesse.de |

## Logo

The logo is used 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 flyer: full page

The official programme flyer of Anime on Ice is a 12-page folded flyer.

- 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 flyer: 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

## Video trailer in the programme of the event stage

- Length: up to 60 seconds
- Orientation: landscape
- Data format: 1920 x 1080 pixels
- Video codec: h264
- File type: .mp4