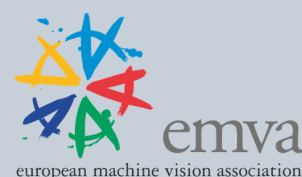


2021

# ADVERTISE WITH US!

## EMVA MARKETING PLATFORM

## EMVA MEDIA RATES 2021



EUROPEAN MACHINE VISION ASSOCIATION  
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# EMVA

## Media Kit

The European Machine Vision Association EMVA is a non-for-profit and non-commercial association representing the machine vision industry in Europe. The association has been founded in 2003 in Barcelona by industry representatives from all over Europe as a network to promote the development and use of machine vision technology. With more than 130 active members from over 27 countries, the EMVA represents the key players in this industry from all over the world.

As one of the world's largest machine vision associations, EMVA offers a variety of attractive

### THE ADVANTAGES OF THE EMVA ADVERTISING & SPONSORING PACKAGE IN A NUTSHELL:

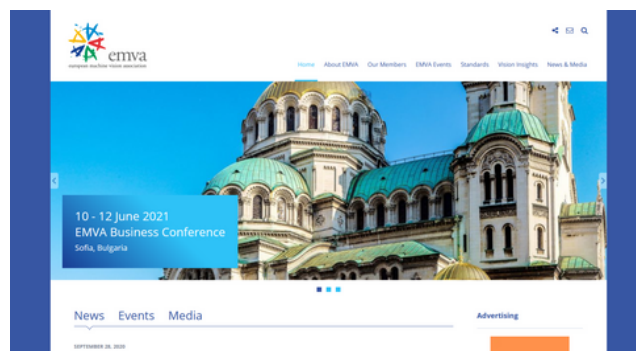
formats that your company can leverage to reach top decision-makers in the industry directly. In order for you to be able to effectively integrate the numerous advertising and sponsoring offers into your company's marketing, we would like to give you a helpful decision-making aid with this information brochure.

- **Increased visibility of your business within your industry**
- **Effective promotion of your products and services in your direct target group**
- **Direct targeting of top decision-makers in industrial image processing**
- **Members exclusivity of advertising placements ensures competitive advantages**

# EMVA Website

More than 60.000 unique visitors each year from all over the world visit the EMVA website and find out about the latest technical and business progress in machine vision.

With an average of over 180,000 page views, top machine vision decision makers prefer the EMVA website as their primary source of technical information about EMVA standards, as they use the Buyers Guide to search for companies, products and services and gain insight into EMVA's key industry events.

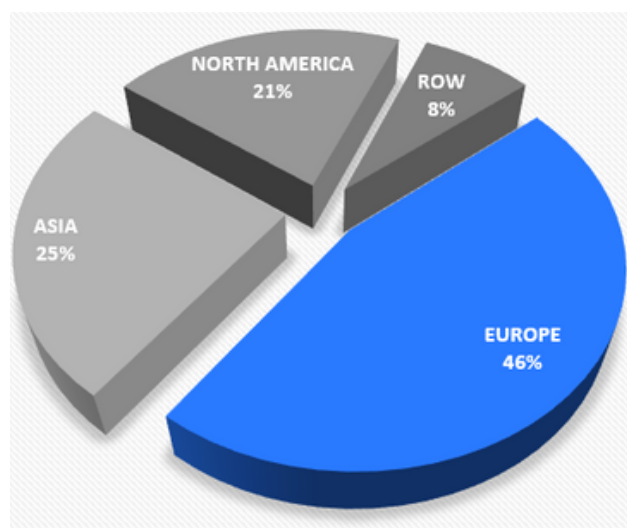


*EMVA.org counts more than 50.000 unique visitors each year with an average of over 170.000 page views*

## TOP DECISION MAKERS PREFER THE EMVA WEBSITE AS THEIR PRIMARY SOURCE.

### Geographical breakdown of EMVA.org website visitors

The EMVA.org website is visited by the vision industry's key decision-makers from around the world, thus making it an excellent advertising medium for all global marketing activities.



*Geographical breakdown of EMVA.org website visitors worldwide*





The monthly EMVA e-Newsletter focuses on member news, case studies, product presentations, job offers and industry events

### EMVA Advertising Opportunities

For more details on the various EMVA advertising and promotion opportunities please don't hesitate to contact us directly. We will be happy to advise you on your individual advertising package tailored to your personal needs.

# EMVA e-Newsletter

The monthly EMVA e-Newsletter is sent out to subscribers from 27 countries and offers numerous opportunities for corporate and product advertising, from ads and banners to success stories.

**THE EMVA MEDIA  
PLATFORMS SHOULD NOT  
BE MISSING IN YOUR  
MARKETING PLAN.**



Events organized by EMVA and events in which EMVA actively participates are part of our mission to promote the machine vision industry.

# EMVA Sponsorships

There is a series of attractive sponsorships for the events and conferences organised by the EMVA. In addition to table-top exhibitions, companies can effectively promote products and services to a selected industry audience through platinum, gold, silver and special sponsorship packages.

### EMVA Events, Shows and Conferences:

EMVA Business Conference – European Machine Vision Forum – Embedded Vision Europe (EVE) – International VISION Night – Control Vision Talks – International Vision Standard Meetings (IVSM)

# Media Packages

The EMVA basically offers three channels for EMVA member exclusive promotion: Banner placements in the monthly EMVA e-Newsletter, on the EMVA.org website and sponsoring packages for EMVA events.

## EMVA e-Newsletter

In the monthly EMVA e-Newsletter you can choose between two different Banner Placements:

### e-Newsletter Member Promotion Banner LARGE

**Size:**

520 x 67 px

**Cost:**

12 months placement for € 3.185,-

6 months placement for € 1.955,-

3 months placement for € 1.145,-



### e-Newsletter Member Promotion Banner MEDIUM

**Size:**

120 x 180 px

**Cost:**

12 months placement for € 2.440,-

6 months placement for € 1.380,-

3 months placement for € 785,-

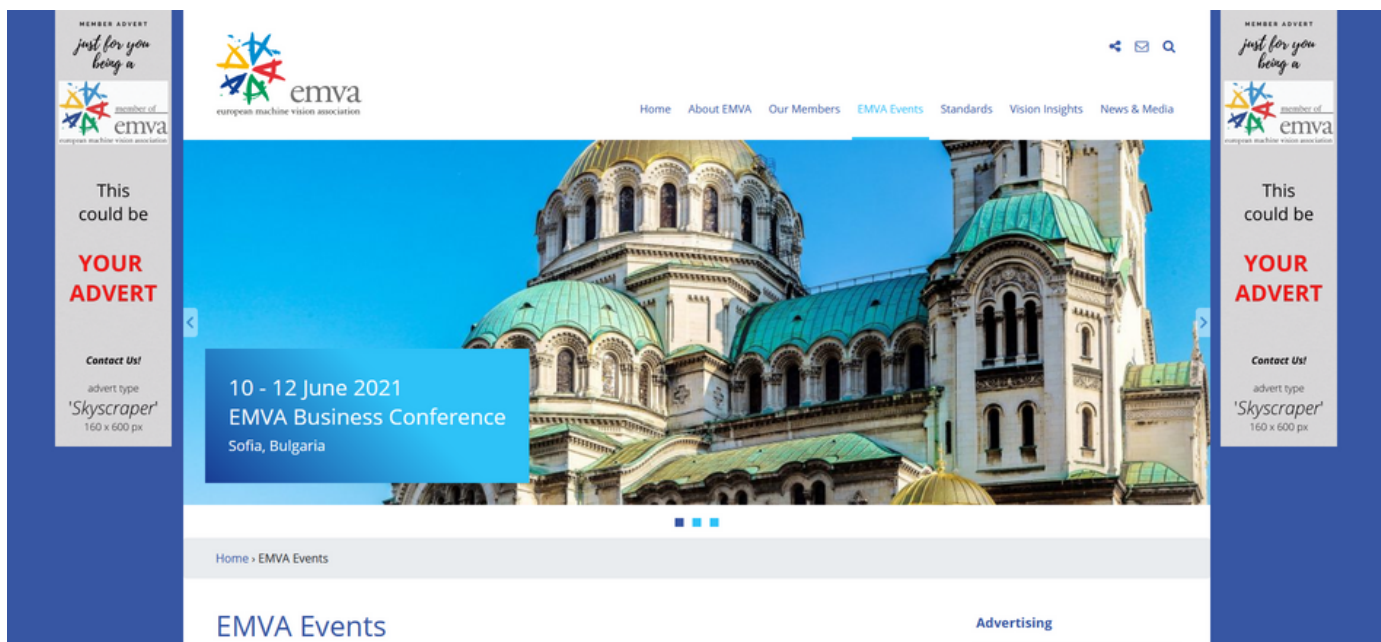


### Custom placements are of course also possible.

Please do not hesitate to ask for information about all options for placing your individual advertising in the EMVA e-Newsletter

## EMVA.org Website

EMVA offers three different places for member ads: Left and right on the main pages and in the right sidebar of the website. Page ads rotate with each "hit" or page refresh and max. 3 ads/place will be sold on first come, first serve basis. In addition, you can also book individual promotion banners that can be placed on specific websites with a high share of visitors.



### Skyscraper / left and right side

#### Size:

160 x 600 px

#### Cost:

12 months placement for € 3.850,-

9 months placement for € 3.030,-

6 months placement for € 2.500,-

### Your additional benefit:

The Skyscraper advertisement appears on all EMVA.org pages and remains visible on the page during the entire session of a website visitor.

### Sidebar / TOP

#### Size:

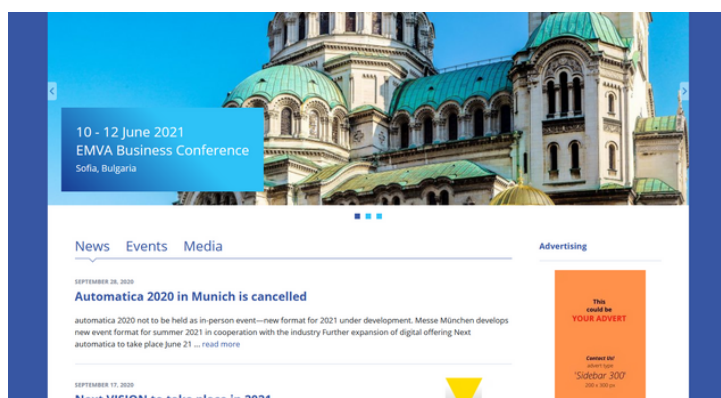
200 x 300 px

#### Cost:

12 months placement for € 3.465,-

9 months placement for € 2.730,-

6 months placement for € 2.250,-



## EMVA.org Website

### Sidebar / SMALL SQUARE

**Size:**

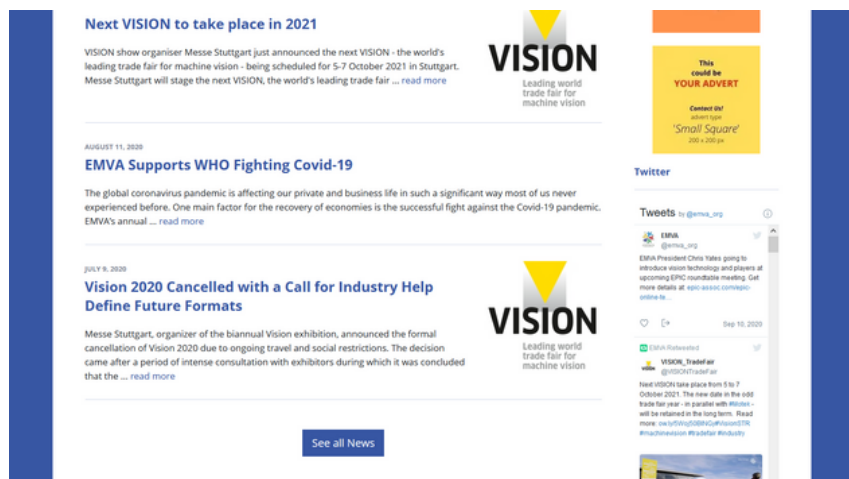
200 x 200 px

**Cost:**

12 months placement for € 2.890,-

9 months placement for € 2.270,-

6 months placement for € 1.800,-



### PROMOTION BANNER

**Size:**

900 x 90 px

**Cost:**

Minimum booking time:

1 month placement for € 550,-

*(ad placement on special request)*


If your company wants to advertise a very special promotion campaign, the ad space that can be booked for a short period of time is just the right thing. Ads can be placed on special request on specific pages.

## EMVA.org on Your Mobile Phone

The EMVA website is not only responsive, but especially designed for mobile devices. Each ad booking includes a banner placement in the special mobile version.



For all available advertising placements visible in the mobile version of EMVA.org, we need an additional advertising banner with the following dimensions:  
Size 360 x 60 px

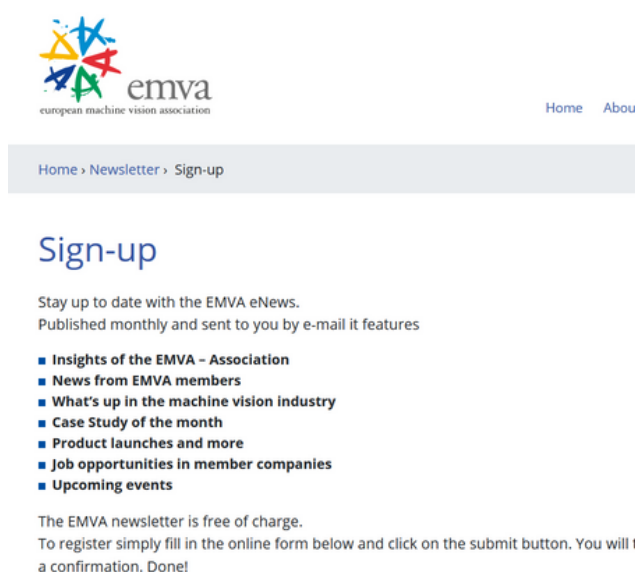
### Custom placements are of course also possible.

Please do not hesitate to ask for information about all options for placing your individual advertising on EMVA.org.



## Event specific Sponsoring / Promotion Packages

EMVA organizes a series of events and conferences which have been established for years and which are attended by a top professional audience. The annual *EMVA Business Conference* and the renowned *European Machine Vision Forum* are ranked among the most important annual events in the vision industry. In addition, EMVA organizes events such as the annual International VISION Night and is co-organizer of other industry events such as the Control Vision Talks.



The screenshot shows the EMVA website's 'Sign-up' page for the e-Newsletter. At the top is the EMVA logo (European Machine Vision Association) and navigation links for 'Home' and 'About'. Below the logo is a breadcrumb trail: 'Home > Newsletter > Sign-up'. The main heading is 'Sign-up'. The text states: 'Stay up to date with the EMVA eNews. Published monthly and sent to you by e-mail it features'. A bulleted list of newsletter features includes: 'Insights of the EMVA - Association', 'News from EMVA members', 'What's up in the machine vision industry', 'Case Study of the month', 'Product launches and more', 'Job opportunities in member companies', and 'Upcoming events'. Below this, it says 'The EMVA newsletter is free of charge. To register simply fill in the online form below and click on the submit button. You will get a confirmation. Done!'.

### Always stay informed!

Subscribe to the EMVA e-Newsletter to be informed in time about all EMVA events. You will then receive comprehensive information on the respective Sponsoring / Promotion Packages personally and tailor-made for you.

**ALWAYS STAY INFORMED!**  
**SUBSCRIBE TO THE EMVA**  
**NEWSLETTER: EMVA.ORG**



## Examples of typical EMVA Events and Conference Sponsoring / Promotion Packages:

- Gold, Silver, Bronze Sponsor or Networking Get-together or Coffee Break Sponsor e.g at the annual Business Conference
- Exclusive Sponsor of the International Vision Night the evening before the Vision show in Stuttgart opens
- Networking Happy Hour events at the EMVA trade show booths
- Sponsor/Table-top exhibitor at the European Machine Vision Forum



# Order Form

PO Number .....

## EMVA e-Newsletter

### E-News Member Promotion Banner

#### LARGE

Size: 520 x 67 px

- ☐ 12 months placement for € 3.185,- € .....  
☐ 6 months placement for € 1.955,- € .....  
☐ 3 months placement for € 1.145,- € .....

### E-News Member Promotion Banner

#### MEDIUM

Size: 120 x 180 px

- ☐ 12 months placement for € 2.440,- € .....  
☐ 6 months placement for € 1.380,- € .....  
☐ 3 months placement for € 785,- € .....

## EMVA.org Website

### SKYSCRAPER

Size: 160 x 600 px

- ☐ 12 months placement for € 3.850,- € .....  
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### SIDEBAR - TOP

Size: 200 x 300 px

- ☐ 12 months placement for € 3.465,- € .....  
☐ 9 months placement for € 2.730,- € .....  
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### SIDEBAR - SMALL SQUARE

Size: 200 x 200 px

- ☐ 12 months placement for € 2.890,- € .....  
☐ 9 months placement for € 2.270,- € .....  
☐ 6 months placement for € 1.800,- € .....

### PROMOTION BANNER

Size: 900 x 90 px

- ☐ 1 month placement minimum for € 550,- € .....  
*(individual booking on special request)*

TOTAL € .....

### Company & Billing Information:

Name: \_\_\_\_\_  
 Title: \_\_\_\_\_  
 Company: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City/State: \_\_\_\_\_

Zip/Postal Code: \_\_\_\_\_  
 Country: \_\_\_\_\_  
 Telephone: \_\_\_\_\_  
 Fax: \_\_\_\_\_  
 Email address: \_\_\_\_\_

I am authorized to execute this advertising contract on behalf of the company above. I understand that all advertising must be paid in full in advance of campaign start date.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

### Order & Payment Information:

You may simply send your order by e-mail to [info@emva.org](mailto:info@emva.org) / After receipt of your order you will receive an invoice (credit card payment welcome) / All rates are net without VAT / Ads placed on first come-first serve basis.