MEDIA PLAN

Deadline: (R) editorial materials, (P) orders and promotional materials (including advertising), (E) date of issue

01 / february

OOH	Augmented Reality in outdoor Ambient media
DS	DS. in shoping malls Totems, infomats, info-kiosks
POS	Fair booths POS for cosmetics Package
PROMO	Advertising ceramics Loyalty Programs
V&P	Creative printing - implementation

(R) 10.01 (P) 27.01 (E) 06.02

Special Report: Media & Machines Suppliers

- List of media and machines for large format printing
- Car wrapping
- Ecology in printing
- Sublimation – potential and future
- Lamination – comparison of methods
- Print & Copy Devices for Offices (list)
- Multifunction Devices (list)
- Digital print in firm

(R) 10.01 (P) 27.01 (E) 06.02

promo catalogues noveltys in 2012

- companies catalogue - gifts market:

- Advertising Agencys Catalogue (target group - Final Customer)
- Suppliers and Agencys Catalogue (target group - Advertising Agencys)

(R) 03.02 (P) 17.02 (E) 28.02/05.03

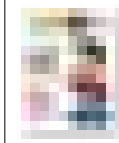
02 / may

OOH	Fashion for OOH Transit Advertising
DS	DS. on playing fields Mobile DS.
POS	Cardboard POS Trade Islands
PROMO	Sport Gadgets Sport Fabrics
V&P	• Comparison of printing methods - disadvantages, advantages, future • List of media and machines for digital printing • Choice of media for digital printing

(R) 16.04 (P) 27.04 (E) 09.05

Special Report: Media & Machines Suppliers

- NEW PRODUCTS - overview
- Lamination
- List of media and machines for digital printing



Special allowance: Printing

- Review of best realisations
- Personalization - marketing potential
- Environmental campaign - what, how, at what price
- Car wrapping
- Print quality and company image

(R) 16.04 (P) 27.04 (E) 09.05

03 / september

OOH	Social campaigns The largest sizes of out of home
DS	
POS	POS for FMCG Merchandising Calendars
PROMO	Advertising accessories Novelties &TOP products
V&P	

(R) 10.08 (P) 17.08 (E) 10.09

Special Report: Media & Machines Suppliers

- List of media and machines for large format printing
- Products novelties
- Service
- Funding for equipment
- Personalization - future and potential
- List of software and machines for personalized printing
- Printing on gifts

(R) 24.08 (P) 31.08 (E) 10.09

Special Report: Digital Signage

- DS. in Poland and around the world
- Content management
- Large-format external monitors
- List of LED and LCD screens
- DS. infrastructure in banks

promo catalogues Christmas edition

- companies catalogue - gifts market:

- Advertising Agencys Catalogue (target group - Final Customer)
- Suppliers and Agencys Catalogue (target group - Advertising Agencys)

(R) 20.07 (P) 27.07 (E) 10.09

04 / november

OOH	Out of home creation Moto outdoor
DS	Indoor screens Touch technologies
POS	
PROMO	Exclusive gifts Christmas gadgets
V&P	Inks Welding Print refining

(R) 19.10 (P) 24.10 (E) 05.11

Special Report: POS

- Aromamarketing
- Hot points in stores
- Quality in POS productions
- Design in creation
- Promotional fridges
- Shelf POS - wobblers, toppers, stoppers
- Checkout zone POS

(R) 19.10 (P) 24.10 (E) 05.11