

AUGMENTED REALITY, AUGMENTED PRINTING

In 2020, Stratego Group is launching **StampareAumentato** (Augmented Printing), their own app that offers the market countless communication possibilities. You can bring to life campaigns with an increased involvement of the final users by creating interactive, exciting and measurable printing experiences. The app manages images, videos, buttons, 3D models, text and HTML. You can choose one or all of the options depending on the content of your campaign. You can test its functionality before publishing it and you can update the augmented reality updates after publishing and any other time you may wish to.



Opportunity	Active for 1 month	Active for 3 months	Active for 6 months	Active for 12 months
Video with automated start (video supplied by the client)	200 €	500 €	900 €	1.600 €
Infographic (made with client's graphic elements and data)	200 €	500 €	900 €	1.600 €
Image gallery (images supplied by the client)	200 €	500 €	900 €	1.600 €
3D Video (supplied by the client)	200 €	500 €	900 €	1.600 €
Short questionnaire (final report given to the client)	500 €	750 €	1.000 €	1.800 €
Download of company material (link to client's repository or supplied by Stratego)	250 €	600 €	1.000 €	1.700 €
"Write to us" pop-up	100 €	400 €	700 €	1.000 €
"Call us" pop-up	100 €	400 €	700 €	1.000 €

All actions possible on **StampareAumentato** have a time limit, similarly to banners on online platforms. If the images or logos used are also used outside our publications, they can be activated regardless using the **StampareAumentato** app. The app can also be used to read pdfs and browsable publications.

These prices are for campaigns which use material supplied by the client. If you'd like Stratego to produce content for your campaign, contact us for an ad hoc quote



#PRINTON | AT STRATEGO GROUP'S

In 2020 Stratego Group is launching **#stampiamoavanti | Il Salotto di Stratego Group** (**#printon | At Stratego Group's**), online, live journalism involving the key players of our field to talk about current events. Every event lasts 30 minutes and usually consists of two interviews carried out by our journalists.



ADVERTISING ON #STAMPIAMOAVANTI | IL SALOTTO DI STRATEGO GROUP

Opportunity	Single event	4 events	8 events	Max n. of advertisers
Logo at the end of opening credits and at the beginning of closing credits	250 €	800 €	1.400 €	3
Logo on the virtual panel during the webinar ¹	400 €	1.200 €	2.000 €	5
30" ad video	700 €	2.000 €	3.200 €	1

(1) The virtual panel will read 'Event offered by', followed by the sponsors' logos (max 5 per event)

AT STRATEGO'S WITH...

"Nel Salotto di Stratego con..." " (At Stratego's salon with...) is a 20 minutes long, live, web event presented by one of our chairmen, dedicated exclusively to one supplier. For this event, the supplier purchases the entire space in order to talk about their expertise, their products, their vision of the market, etc.

Opportunity	Single event	2 events
Logo at the end of opening credits and at the beginning of closing credits Logo on the virtual panel Possibility of inserting a company video (max 150")	2.000 €	3.800 €

#stampiamoavanti | Il Salotto di Stratego Group goes live on Zoom and Youtube.

A recap and a link to the full episode on YouTube is shared on a dedicated page on stampamedia.net and its newsletter



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