

RATE CARD



TTG-IT&CMA 2011

Official Show Daily

Issue dates: 4, 5 & 6 October 2011

4-6 October 2011
Bangkok Convention Centre
at CentralWorld
Bangkok, Thailand

**Asia's premier MICE event and your key to
reaching hundreds of vital MICE decision
makers and International buyers!**

The definitive communications channel

7,500 copies over 3 days





TTG-IT&CMA 2011 Official Show Daily

The definitive communications channel

**Gain greater recognition with
MICE buyers & corporate travel
managers from over 54 countries**



WINNING ASIA AND BEYOND

Incentive Travel & Conventions, Meetings Asia – IT&CMA

Into its 19th year, IT&CMA is the premier trade exhibition promoting the Asian region as a MICE destination as well as a market for MICE visitors. In 2010, 2,340 delegates from 58 countries attended the educational and conducive business-contracting event.

Corporate Travel World (CTW) Asia-Pacific

CTW is the first and leading ROI event on Travel and Entertainment management in the Asia-Pacific region for hundreds of corporate travel managers, travel agencies and suppliers meet to discuss the impact of global and regional issues on the development of business travel into and out of Asia-Pacific.



5 ASTOUNDING REASONS TO BE SEEN WITH US!

1. We are the **ONLY** official show publisher at IT&CMA and CTW 2011
2. Capitalise on our 7,500 copies of circulation over 3 days
3. Leverage on our unrivalled distribution strength and visibility beyond the fair grounds to official venues and hotels
4. Put your trust in our team of experienced editors and correspondents on-site, to bring you the latest news and developments happening fresh off the show grounds
5. Maximise your exposure to a diverse market of decision-makers in the MICE industry through our online digital eMagazine of the show daily with no extra charge



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TTG-IT&CMA 2011 OFFICIAL DAILY BOOKING FORM

☐ **YES!** I wish to advertise in the TTG-IT&CMA 2011 Official Daily. Please make an advertisement booking as specified below.

15% OFF

Early Bird Discount!
till 25 July, 2011

BOOKING OF 3 ISSUES: 4, 5 & 6 October 2011

Full Colour Ads	Ad Size (cm)	Normal Rates (US\$)	Early Bird Rates (US\$) (for bookings before 25 July 2011) LESS 15%
Full Page	38.0 H x 26.0 W (Trim Size)	☐ 12,990	☐ 11,040
Junior Page	28.0 H x 17.3 W	☐ 9,880	☐ 8,400
Half Page (Horizontal)	18.0 H x 23.6 W	☐ 8,470	☐ 7,200
Front Page Horizontal Strip	9.0 H x 23.6 W	☐ 9,030	☐ 7,680
Quarter Page	18.0 H x 11.4 W	☐ 5,620	☐ 4,780
Double Page Spread	38.0 H x 52.0 W (Trim Size)	☐ 23,900	☐ 20,320

Other special sizes & creatives are available on request. Rates are applicable on a case-by-case basis.
Please turn over for Ad Submission Guidelines.

ADVERTISER INFORMATION

Fax this to (65) 6536 0869

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ADVERTISING INFORMATION



Circulation

7,500 copies (3 issues)

Publication Dates

4, 5 & 6 October 2011

Deadlines

Booking: 26 August 2011

Material: 2 September 2011

Submitting Your Ad Materials

E-submission modes

- CD-ROM
- Email
- FTP download
(Please provide your FTP site access information)

Others

Please provide press colour proofs for the advertisements in the correct sizes. Indicate any other special instructions.

Ad Material Submission

Electronic copy accepted only
(Strictly Apple Macintosh application).

- Files to be submitted in PDF (preferred), JPEG or TIFF.

File requirements:

- **Dimension:** Ensure correct ad dimension used. Add additional 5mm all round for bleed advertisements (In exact size / scaling will result in compromised quality).
- **Fonts & images:** Files to be embedded with fonts and images.
- **Images & Graphics:** Images to be in high resolution (at least 300 dpi). CMYK colour mode.

Ad Traffic Contact

Please send ad materials and all sales enquiries to:

TTG Asia Media Pte Ltd

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where ideas inspire.
be part of us.

For more information, please contact our **Singapore** or **Hong Kong** office.
Or contact the media representative in your respective country.

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