



## DTA 2007 EVENT & PROGRAMME BOOKLET

### Company Information

Company: \_\_\_\_\_

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_

Zip/Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

### Specs & Rates For DTA 2007 Event & Programme Booklet

(Rates in SINGAPORE Dollars)

<u>Four Colour</u>			<u>Black &amp; White</u>		
		<u>x1</u>			<u>x1</u>
Centre Spread	3,500	<input type="checkbox"/>	Full Page	1,300	<input type="checkbox"/>
Double Spread	3,100	<input type="checkbox"/>	2/3 Page	1,100	<input type="checkbox"/>
Outside Back	2,200	<input type="checkbox"/>	Half Page	900	<input type="checkbox"/>
Inside Front	2,000	<input type="checkbox"/>	1/3 Page	800	<input type="checkbox"/>
Inside Back	1,800	<input type="checkbox"/>	Quarter Page	700	<input type="checkbox"/>
Full Page	1,700	<input type="checkbox"/>			
2/3 Page	1,500	<input type="checkbox"/>			
Half Page	1,200	<input type="checkbox"/>			
1/3 Page	1,100	<input type="checkbox"/>			
Quarter Page	1,000	<input type="checkbox"/>			
Front Page Banner	1,900	<input type="checkbox"/>			

**Total Amount Due: S\$** \_\_\_\_\_

### Advertisement Dimensions

<u>Size</u>	<u>Height x Width</u>		
<b>Double Spread Page</b>			
Full Bleed	285mm x 430mm	<b>Half Page</b>	
Trim	275mm x 420mm	Horizontal	137mm x 210mm
Type Area	240mm x 390mm	Vertical	275mm x 105mm
<b>Full Page</b>		<b>Quarter Page</b>	
Full Bleed	285mm x 220mm	Horizontal	68mm x 210mm
Trim	275mm x 210mm	Vertical	137mm x 105mm
Type Area	240mm x 180mm	<b>Front Page Banner</b>	
		Horizontal	65mm x 210mm

Defence Directory Conferences will provide an invoice for payment. I have read and understand the Terms and Conditions. By signing this contract, I consent that I am an authorized signatory for my company.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Printed Name \_\_\_\_\_

**Please return to Defence Directory Conferences via fax at +65 6284 6766**



## Technical Specifications

---

### Formats

- Acrobat PDF is the preferred format, and they should be given to us as composite CMYK. Spot colour, RGB colour, LAB colour are not accepted.
- These files must be supplied as single pages.
- The pages must be created to include bleed when required.
- Crop marks must be included to show trim area. A 3mm off set is recommended for bleed.
- Files must contain all images in high resolution, CMYK format and have all fonts embedded.
- Files should not contain any True Type or Multiple Master fonts, original JPEG images, or copydot scan elements.
- Contents of digital files must be verified before transmission, and all relevant graphics and fonts must be included. The file content remains the responsibility of the sender.
- The flightchecker must ensure the following:
  - Acrobat 6.0 and above compatibility.
  - Image resolution = 300 dpi (min)
  - All fonts embedded. Colour = CMYK
- File names should include: Advertiser, Publication and issue date.
- A proof must be supplied of digital file submitted (ie, the PDF), and should be 100% of final size.
- The proof being supplied must be generated from the PDF.
- For colour – cromalin or equivalent must be supplied.
- Transfer Methods:
  1. Files may be transmitted via e-mail. The recommended file sizes are 5Mb maximum, and 2Mb minimum.
  2. If supplying files on disc, please use industry standard CD-ROM. Media must be write protected and contain only the file required for each advertisement.



NAVAL EXCHANGE PTE LTD

Reg. No. 200010277K

208 Hougang Street 21, #03-209, Singapore 530208

Tel: +65 62842292 ~ Fax: +65 62846766 ~ website: [www.defencedirectory.com](http://www.defencedirectory.com)

email: [conference@defencedirectory.com](mailto:conference@defencedirectory.com)

## Terms and Conditions

---

### PRINTING SPECIFICATIONS

**Print:** Offset sheetfed. Printed on high quality 85gms Matt Art Paper stock. Cover printed on 157gms Matt Art Paper.

**Binding:** Perfect (Show Daily – staple binding)

**Screens:** Black & white or two-colour – 120 or 175 screens, full colour – 175 screen

### MATERIALS

Complete offset position for single page or less and double spread. Proof or colour key should accompany all offset material. All offset positives should emulsion side down.

**Artwork or camera copy:** Complete mechanical properly pasted up and ready for camera. For all advertisements that require additional stripping, halftones or screening, a production charge will be billed to the advertiser.

### DISPOSAL OF PRINTING MATERIAL

All printing material left in the publisher's possession will be destroyed at the end of 12 months unless the publisher receives advice regarding disposal of material.

### CLOSING DATE

Closing date for Show Magazine is the **28<sup>th</sup> February 2007**. All advertising copy (positive films, artwork, copy instructions, etc) must be sent to the publisher **1 week** before the closing date.

All materials to be sent to:

**DTA 2007 Event & Programme Booklet  
Defence Directory Conferences  
208, Hougang Street 21  
#03-209  
Singapore 530208**

### CANCELLATION

The publisher will not accept any cancellation after the closing date. Advertisements booked will be published and full rates will be charged to the advertiser.

### PUBLISHER'S RIGHT

The publisher reserves the right to refuse advertisements submitted for publication and/or to hold over any advertisements for later publications. Advertisers shall not be entitled to refunds or to invalidate any existing contract or contracts in the event of printer's errors unless such errors distort the meaning of the advertisement.

### LAYOUT DETAILS

All pages in full colour with either 3 or 4 column layout in both magazines.