

DTA-NTS 2009 EVENT PROGRAMME BOOKLET Advertisement Rates

Company Information

Company: _____
 First Name: _____ Last Name: _____
 Address: _____
 City: _____ State/Province: _____
 Zip/Postal Code: _____ Country: _____
 Phone: _____ Fax: _____ Email: _____

Specs & Rates For DTA-NTS 2009 Event Programme Booklet (Rates in EURO Dollars)

<u>Four Colour</u>	<u>x1</u>	<u>Black & White</u>	<u>x1</u>
Centre Spread	1,700	Full Page	1,300
Double Spread	1,500	2/3 Page	1,100
Outside Back	1,100	Half Page	900
Inside Font	1,000	1/3 Page	800
Inside Back	900	Quarter Page	700
Full Page	800		
Half Page	600		
Quarter Page	500		
Front Page Banner	900		

Total Amount Due: EURO _____

Advertisement Dimensions

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

Defence Technology Conferences will provide an invoice for payment. I have read and understood 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 flight checker 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.

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

All advertising copy (positive films, artwork, copy instructions, etc) must be sent to the publisher **3 weeks** before the date of the conference.

All materials to be sent to:

**DTA-NTS 2009 Event & Programme Booklet
Defence Technology 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.