

OFFICIAL SHOW CATALOGUE - ADVERTISING DETAILS

Every visitor to the show will be given their own personal show catalogue with full details of all exhibiting companies

- 8,000 copies will be printed & given free of charge to every buyer/visitor to the show
- The catalogue is produced to give all attendees a reference source until the next show
- Your advertisement has a life span of two years
- Placing an advertisement in the catalogue ensures that your company & products are seen by visitors, increasing the number of buyers to your stand

ADVERTISING RATES

| Page Size | Cost in US\$ | Tick Required |
|-------------------------------|--------------|---------------|
| Full page | 2,700 | |
| Full page - Special position | 3,200 | |
| Half Page | 1,600 | |
| Inside Front Cover | 5,500 | |
| Inside Back Cover | 5,500 | |
| Outside Back Cover | 8,250 | |
| Belly Band | 5,500 | |
| Bookmark | 6,500 | |
| Enhanced Catalogue Entry | 750 | |
| Web Banner - 160 x 600 pixels | 1,000 | |
| Total US\$ | | |

MECHANICAL DETAILS

| | Full page | Half Page |
|------------|-----------------|---|
| Type area | 267 mm x 180 mm | 128 mm x 180 mm (horizontal) 267 mm x 80 mm (vertical) |
| Trim size | 297 mm x 210 mm | |
| Bleed size | 303 mm x 216 mm | |

**Advertising material: Should be supplied as a pdf file, high resolution, 300 dpi, or a CD ROM.
All artwork to be received by 10/10/2012.**

| | |
|----------------------------------|--------------|
| Contact Name | Company Name |
| Signature | Date |
| Please complete payment details: | |
| Card Type | Card No. |
| Name of Cardholder | Expiry Date |
| Office Use only: | |
| Processed by | Date |

Please complete form & return to keith.b@dubai.aero