

Advertising opportunities and rates in the Official Show Catalogue & CD for ADIPEC 2013 are as follows:

**Gatefold \$26,250**

Includes double spread page advert & enhanced entry with logo print & on-line.

**Front Cover \$22,750**

Includes full page advert & enhanced entry with logo print & on-line.

**Spine \$9,450**

Includes enhanced entry with logo print & on-line.

**Inside Front Cover \$19,200**

Includes enhanced entry with logo print & on-line.

**Back Cover \$20,750**

Includes enhanced entry with logo print & on-line.

**Inside Back Cover \$18,600**

Includes enhanced entry with logo print & on-line.

**Bookmark \$11,600**

Enhanced entry with logo print & on-line.

**Bellyband \$25,000**

Wrapped around the catalogue and CD cover

**Section Dividers \$12,760**

These divider will be printed on a higher stock of paper giving the advertiser added value & print enhanced entry with logo print & on-line.

**Intro Pages \$8,140**

Client will receive a full page color within the first 20 pages of the catalogue (placement is at the discretion of the publisher). Includes enhanced entry with logo print & on-line.

**Special Insert Divider \$11,550**

Client will receive a double sided full page (placement request by the advertiser but final discretion of placement will be with the publisher). These double sided dividers will be printed on a higher stock of paper giving the advertiser added value. Includes enhanced entry with logo print & on-line.

**• Double Page Spread \$9,900**

**• Full Page \$5,390**

**• Half Page \$3,850**

**• Quarter Page \$2,310**

**• Enhanced Entry with Logo - Print & Online \$825**

Which includes 200 words profile, highlighted tint box and ability to upload files & images on-line.

**• Enhanced Entry with logo, QR Code (B&W) - Print & Online \$1,100**

Which includes 200 words profile, highlighted tint box, ability to upload files & images on-line, redirection to website via QR Code.

**SIZES**

**• Front Cover**

Trim Size: 21cm (W) x 8.2cm (H)

Bleed Size: 22cm (W) x 8.7cm (H) bottom side

**• Gatefold**

Trim Size: 42cm (W) x 29.7cm (H)

Bleed Size: 43cm (W) x 30.7cm (H)

**• Bellybands**

Catalogue: 49cm (W) x 5cm (H)

CD cover: 25cm (W) x 3cm (H)

**• Inside Front Cover**

**• Back Cover**

**• Inside Back Cover**

**• Section Dividers**

**• Intro Pages**

**• Special Insert Divider**

**• Full Page**

Trim Size: 21cm (W) x 29.7cm (H)

Bleed Size: 22cm (W) x 30.7cm (H)

**• Spine**

Trim Size: 1.5cm (W) x 29.7cm (H)

Bleed Size: 2.1cm (W) x 30.3cm (H)

**• Bookmark**

Trim Size: 6cm (W) x 18cm (H)

Bleed Size: 7cm (W) x 19cm (H)

**• Double Page Spread**

Trim Size: 42cm (W) x 29.7cm (H)

Bleed Size: 43cm (W) x 30.7cm (H)

**• Half Page - Horizontal**

18.4cm (W) x 12.8cm (H)

**• Half Page - Vertical**

9cm (W) x 26cm (H)

**• Quarter Page**

9cm (W) x 12.8cm (H)

**Technical Requirements**

- Files will be accepted on Macintosh formatted CD's/ DVD's
- Software: Illustrator, Photoshop and Press-quality PDF
- All fonts must be converted to paths/outlines
- Please ensure all graphic files or imported images are included
- Photoshop imports must be saved as (.psd in layers), (.eps) or (.tiff) CMYK Images
- Please include approved colour proof of the advertisement for colour matching