



*Distinguish yourself with the freshest and most insightful communications channel.*

# TTG-ATF 2012 Official Daily

## 12, 13, 14 & 15 January 2012

ASEAN Tourism Forum | 9-15 Jan 2012  
Golden Kawanua Convention Centre, Manado

## Our Winning Formula to Exponential ATF Returns.

### 1 Impress the perfectly targetted audience ATF brings you.

Showcase your brand to the select group of decision-makers flocking to ATF to learn more about Southeast Asia as a highly competitive regional tourist destination



**The ASEAN Tourism Forum** promotes Southeast Asia to the world, presenting ten diverse countries as one community, the Association of South East Asian Nations (ASEAN) region as one tourist destination. TRAVEX (Travel Exchange) offers ASEAN suppliers the chance to sell to selected buyers from all around the world.

**Manado, Indonesia** is this year's beautiful host city. The capital of North Sulawesi, Manado's landscape is dramatic and diverse, with a claim to ecotourism that attracts tourists all year round.

### 2 Our distribution gets your message out there.

The ONLY Official Daily of ATF 2012, we enjoy a circulation of 12,000 copies over 4 days. We reach out to delegates, wherever they are: from fairgrounds and official venues, all the way to delegates' hotel rooms, served fresh in the mornings. Go further to convey your message worldwide to a diverse market of buyers, for no additional cost, through our online digital eMagazine of the show daily.



### 3 Be seen alongside award-winning editorial

With 24 years of publishing the TTG-ATF Official Show Daily under our belt, we guarantee that only the hottest, most incisive articles will accompany your brand in our newspapers. Let your advertisement be seen alongside our pictorial and news coverage, hot off the press from just the day before.

# 5 Tips to Amplify the Effects of Your Integrated Advertising Program



Combine print and online media, and your physical presence at the booth effectively to boost positive awareness of your brand.

- ✓ Use attention-grabbing creatives like coverwraps, advertorials, or belly bands in our dailies
- ✓ Direct delegates to your booth, or channel their attention through our dailies and their digital counterparts.
- ✓ Incorporate interactivity through links and videos in the digital version of your ad in our online dailies - ask us to find out how.
- ✓ Create a sequence of linking, yet differing, creatives over the four days as a fresh new way to generate greater interest and relevance
- ✓ Consider expanding your program to include a fourth avenue through sponsorship of our diaries, functions, or other products. Contact us to find out more.

## Booking of 4 Issues: 12, 13, 14 & 15 January 2012

**Early Bird Promotion: 15% Off | Book before 8 November 2011!**

Sizes (H x W in mm)	Normal Rates (USD)	Early Bird Rates (USD)
<b>Full Page</b> 356 x 236 (Text area) 380 x 260 (Trim size)	<b>17,500</b>	<b>14,880</b>
<b>Junior Page</b> 280 x 173	<b>15,200</b>	<b>12,920</b>
<b>Half Page</b> 180 x 236 (Horizontal)	<b>12,800</b>	<b>10,880</b>
<b>Front Page Horizontal Strip</b> 90 x 236	<b>12,400</b>	<b>10,540</b>
<b>Quarter Page</b> 180 x 114	<b>7,700</b>	<b>6,540</b>
<b>Junior Page Spread</b> 280 x 370	<b>27,000</b>	<b>22,950</b>
<b>Double Page Spread</b> 380 x 520	<b>35,700</b>	<b>30,340</b>

Feel free to contact us for any other special sizes & creatives!

Booking Deadline: 21 Nov | Material Deadline: 2 Dec

## 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 around for bleed advertisements (Inexact 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.

### Submitting your ad materials

E-submission modes:

- CD-ROM
- Email
- FTP Download

Others:

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

### Ad Traffic Contact

Please send ad materials and all ad enquiries to:

**TTG Asia Media Pte Ltd**  
Travel Group (Sales/Ad Admin)  
1 Science Park Road #04-07  
The Capricorn  
Singapore Science Park II  
Singapore 117528  
Tel: (65) 6395 7540  
Email: cheryl.lim@ttgasia.com

**CONTACT**  
for any sales enquiries

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