

RATECARD

TTGShowDaily:
ITB ASIA 2012

17 to 19 October 2012
Marina Bay Sands
Singapore

Issue Dates:
17, 18, 19 October 2012

9,000 copies over 3 days

Apply the TTG Show Daily formula for maximised exposure at ITB Asia 2012.

Boost brand awareness with these 3 factors.

1

MAKE THE MOST OF ITB ASIA - THE TRADESHOW FOR THE ASIAN TRAVEL MARKET



Last year, ITB Asia 2011 attracted a total of more than 8,100 quality buyers and trade visitors. This year, take the chance to achieve exponential returns at the show. The impact you make will be compounded because of the high number of extremely relevant and high-ranking industry players at the show.

Invest in our comprehensive integrated advertising program to garner maximum positive awareness for your brand at ITB Asia 2012!

2

GET YOUR MESSAGE TO THE INDUSTRY WITH OUR DISTRIBUTION

Over 3 days, 9,000 copies of our dailies will be distributed throughout the event and official venues. The dailies will reach official hotels early in the morning, served up fresh so delegates will be updated on the previous days' news by breakfast.

In addition to this, we keep the rest of the world's industry players informed of the happenings at ITB Asia 2012 through the digital form of the dailies, which are circulated to our 28,000 strong e-Daily readership. This digital version will also be placed on the ttgasia.com homepage, which receives an average of 200,000 impressions a month.

3

LEVERAGE ON THE ATTENTION THE HOTTEST, FRESHEST TRADESHOW NEWS WILL DRAW

Each TTG Show Daily is written and printed every day of the event, ensuring that delegates are well-informed on the most recent ITB Asia 2012 news each day.

Not only will the delegates' attention be drawn to your ad because of our incisive news coverage and pictorial spreads-you can also be sure that your brand name will be associated with the quality analysis and reporting that our award-winning editorial team produces.



Stand out from the crowd. Be seen with us.



5 WAYS

TO AMPLIFY THE EFFECTS OF YOUR INTEGRATED ADVERTISING PROGRAM AT MAJOR TRADE EVENTS.

ITB ASIA 2012

ITB Asia, the annually held three day B2B trade show and convention - now in its fifth year in Singapore - takes place at Marina Bay Sands. It is organised by Messe Berlin (Singapore) Pte Ltd and supported by the Singapore Exhibition & Convention Bureau.

This is where international exhibitors of all sectors of the travel-value chain, Asia Pacific's leading travel companies and emerging small and medium-sized enterprises meet with top international buyers from the MICE, Leisure and Corporate Travel markets.

Today, ITB is the premier meeting place for the travel trade industry and a forum for establishing high-quality customer contacts and conducting business.

- ✓ Use **attention-grabbing creatives** like coverwraps or belly bands in our dailies.
- ✓ **Direct delegates to your booth** through our dailies and their digital counterparts.
- ✓ **Be interactive** through links and videos in the digital version of your ad in our online dailies - ask us to find out how.
- ✓ Generate greater interest and relevance with **linking, yet differing, creatives** over the event.
- ✓ **Expand your program** to include a fourth avenue such as our show diaries and late night functions. Contact us to find out more.

**BOOKING OF 3 ISSUES:
17, 18, 19 OCTOBER 2012**

15% OFF Early Bird Promotion!
Book by 3 Aug 2012

Full Colour Ads	Ad Size (mm)	Normal Rates (US\$)	Early Bird Rates (US\$)
Full Page	356 H x 236 W (Text Area) 380 H x 260 W (Trim Size)	16,900	14,350
Junior Page	280 H x 173 W	13,800	11,750
Half Page (Horizontal)	180 H x 236 W	12,500	10,650
Quarter Page	180 H x 114 W	7,500	6,400
Front Page Horizontal Strip	90 H x 236 W	12,200	10,350
Junior Page Spread	280 H x 370 W	25,000	21,250
Double Page Spread	380 H x 520 W	30,500	25,950

Other special sizes & creatives are available on request. Rates are applicable on a case-by-case basis. Please turn over for Ad Submission Guidelines.

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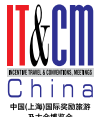
TTG SHOW DAILY

Asia-Pacific Travel Industry's Leading Publisher In Live Event Coverage

The TTG Show Daily series delivers the freshest news, developments and insights from an Asia-Pacific perspective, live every day from participating major travel industry events around the world. Being seen in our dailies is the optimal way for you to strengthen your presence and maximise exposure in front of all those high quality buyers at the tradeshow.



Berlin, Germany
7-11 March 2012



Shanghai, China
17-19 April 2012



Delhi NCR, India
21-23 August 2012



Manila, Philippines
25-28 September 2012



Bangkok, Thailand
2-4 October 2012



Singapore
17-19 October 2012



Vientiane, Lao PDR
21-24 January 2013

ADVERTISING INFORMATION

Circulation

9,000 copies (3 issues)

Publication Dates

17, 18, 19, October 2012

Deadlines

Booking: 20 August 2012

Material: 12 September 2012

Ad Traffic Contact

Please send ad materials to:

TTG Asia Media Pte Ltd

Ad Admin Department

1 Science Park Road
#04-07 The Capricorn
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Singapore 117528

Tel: (65) 6395 7575

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Email: mediabuy@ttgasia.com

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 round for bleed advertisements (In exact 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 (Please provide your FTP site access information)
- Others:** Please provide press colour proofs for the advertisements in the correct sizes. Indicate any other special instructions.

CONTACT

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