

RATE CARD



Get the world's greatest travel tradeshow hooked on your brand

TTG-ITB Berlin 2012 Daily

7, 8, 9 March 2012



ITB Berlin 2012
7-9 March 2012 | Berlin, Germany

Amplify Your ITB Berlin Returns with Our Winning Formula.

1

ITB Berlin: Bringing you size and quality on a global scale.

With the massive volume of travel industry decision-makers at the tradeshow, the effects of the positive awareness that the TTG-ITB Berlin 2012 Daily can bring you would be multiplied exponentially!

The Internationale Tourismus Borse (ITB), the world's prime travel trade marketplace, is a driving force of the industry, attracting more than 100,000 travel trade professionals to the German capital to do quality business every year. Representing the entire spectrum of the travel trade industry, this B2B platform is a site for development and progress.

Berlin, Germany, the amazing host city of this tradeshow, is so packed with history, architecture, culture that it boasts an identity and unique beauty that is entirely its own.



2

Ride on our distribution: from fairgrounds to the world.

With 30,000 copies distributed over 3 days, delegates are sure to see your messaging somewhere, somehow: from fairgrounds and official venues, all the way to delegates' hotel rooms.

We'll also blast your message further worldwide to a diverse market of buyers, for no additional cost, through our online digital show daily, which circulates to 28,000 subscribers, and is linked on the ttgasia.com homepage, which enjoys 200,000 impressions a month.



3

Be seen with our award-winning editorial.

We guarantee that only the hottest, most incisive articles will accompany your brand in our newspapers, and have the tradeshow publishing experience to back this up. Let your advertisement be seen alongside our pictorial and news coverage, hot off the press from just the day before. Our stories, focused in particular on the Asia-Pacific market, bring your ad a further relevance to readers of our Daily.

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 3 Issues: 7, 8, 9 March 2012

Early Bird Promotion: 15% Off | Book before 16 January 2012!

| Sizes (H x W in mm) | Normal Rates (USD) | Early Bird Rates (USD) |
|--|-----------------------|---------------------------|
| Full Page 356 x 236 (Text area) 380 x 260 (Trim size) | 21,000 | 17,850 |
| Junior Page 280 x 173 | 17,500 | 14,875 |
| Half Page 180 x 236 (Horizontal) | 15,600 | 13,260 |
| Front Page Solus 90 x 236 | 15,000 | 12,750 |
| Quarter Page 180 x 114 | 9,300 | 7,905 |
| Junior Page Spread 280 x 370 | 32,000 | 27,200 |
| Double Page Spread 380 x 520 | 38,000 | 32,300 |

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

Booking Deadline: 27 Jan | Material Deadline: 3 Feb 2012

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

Singapore (Head office): Katherine Ng | (65) 6395 7535 | katherine.ng@ttgasia.com
Hong Kong Office : Marisa Chen | (852) 2237 7252 | marisa.chen@hk.china.com