

RATECARD

TTGShowDaily: **IT&CMA and CTW 2012**

2 to 4 October 2012

**Bangkok Convention Centre at CentralWorld Bangkok
Thailand**

Issue Dates:

2, 3, 4 October 2012

9,000 copies over 3 days

Our simple solution for maximised positive brand awareness at IT&CMA and CTW 2012.

Multiply your returns with these 3 steps!

1

GEAR UP TO IMPRESS AT THE WORLD'S ONLY DOUBLEBILL EVENT IN MICE & CORPORATE TRAVEL



At this doublebill event, you can look forward to reaching out to hundreds of Asia Pacific's most important MICE buyers, Corporate Travel Managers, and for the first time, Luxury Travel buyers.



Invest in a comprehensive integrated advertising programme and magnify your advertising returns by leveraging on this targetted audience of handpicked, high-quality buyers.

2

EXTEND YOUR REACH WITH OUR DISTRIBUTION

Over the 3 days of the event, 9,000 copies of our dailies will be distributed across the fairground and at other official venues. Delivered all the way to the delegates' hotel rooms and to the hotel breakfast venues, your advertisement will be the first thing delegates see each morning.

Your advertisement will enjoy even more circulation online for free. The TTG Show Daily DIGITAL will be sent out to our 28,000 strong e-Daily readership. This digital version of the show daily will also be placed on the ttgasia.com homepage, which averages 200,000 impressions a month.

3

GRAB ATTENTION ALONGSIDE OUR AWARD-WINNING EDITORIAL

Our daily is the **only** official daily of IT&CMA and CTW 2012. With the freshest news from just the day before written into each day's daily, the TTG Show Daily is sure to help you capture the attention of the delegates.

With years of experience, our TTGmice editorial team is perfectly equipped for analysis of the region's MICE industry. Be seen with us and your brand will be associated with a credible, intelligent source of the latest information.



Distinguish yourself. Be seen with us.



IT&CMA AND CTW 2012

Established in 1993, **IT&CMA** is the leading international MICE show centered in Asia, offering the largest collection of Asia-Pacific MICE suppliers. IT&CMA brings together MICE suppliers as well as regional and international buyers in a 3-day exhibition showcase coupled with intensive business appointments.

Launched in 1998, **CTW Asia-Pacific** is a conference and exhibition on Travel & Entertainment (T&E) management for the Asia-Pacific region.

Both events have been co-locating since 2004, offering its delegates a valuable platform to do business, learn and network.

IT&CMA and CTW Asia-Pacific is organised by TTG Events, a business group of TTG Asia Media.

www.itcma.com

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

- ✓ 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:
2, 3, 4 OCTOBER 2012**

15% OFF

Early Bird Promotion!
Book by 20 July 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)	14,290	12,150
Junior Page	280 H x 173 W	10,870	9,240
Half Page (Horizontal)	180 H x 236 W	9,320	7,920
Quarter Page	180 H x 114 W	6,180	5,250
Front Page Horizontal Strip	90 H x 236 W	9,930	8,440
Double Page Spread	380 H x 520 W	26,250	22,350

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

2, 3, 4 October 2012

Deadlines

Booking: 6 August 2012

Material: 28 August 2012

Ad Traffic Contact

Please send ad materials to:

TTG Asia Media Pte Ltd

Ad Admin Department

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#04-07 The Capricorn
Singapore Science Park II
Singapore 117528

Tel: (65) 6395 7575

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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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