

RATECARD

IT & CM
INCENTIVE TRAVEL & CONVENTIONS, MEETINGS
China
中国(上海)国际奖励旅游
及大会博览会

TTG Show Daily: **IT&CM China 2012**

17 to 19 April 2012

Shanghai World Expo Exhibition & Convention Centre
Shanghai, China

Issue Dates:

17, 18, 19 April 2012

9,000 copies over 3 days

3 Reasons to be seen with the TTG Show Daily: IT&CM China 2012

选择「中国奖励旅游及大会博览会」日报的三大理由。

1

LEVERAGE ON CHINA'S LEADING MICE BUSINESS, EDUCATION AND NETWORKING EVENT.

Hundreds of key Chinese and International MICE buyers in one marketplace - the perfect opportunity to reach out with maximized effect and impact.

IT&CM CHINA日报绝对是推广产品和服务, 及开辟新业务关系的最佳平台。

在日益增长的中国市场中建立您的品牌优势、发展高素质的业务交流, 能为你带来利润丰厚的商业交易。

2

OUR DISTRIBUTION GETS YOUR MESSAGE OUT THERE.

The only Official Daily of IT&CM China 2012, we enjoy a circulation of 9,000 copies over 3 days, beyond fairgrounds to other official venues and hotels. At no additional cost, your message will also be carried further worldwide with the digital form of the Show Daily to 28,000 subscribers.

发行广而精

是IT&CM China 2012的唯一官方日报。2012年4月17-19日三天, 总发行量达9,000份。广告客户通过日报可以把广告讯息准确地带给旅游的决策人, 获得最佳的广告效益。此日报还会同时在TTG网站上发表, 免费为广告商提供额外曝光率, 让28,000个网站读者同时观看。

3

BE SEEN WITH AWARD WINNING EDITORIAL BY TTGmice AND TTG-BTmice China.

Only the hottest, most incisive articles will accompany your brand in our newspapers, keeping delegates' eyes on your advertisement and brand. Written in both English and Simplified Chinese, the daily allows you to reach out to both Chinese and International buyers.

所有内容将<TTGmice>及<TTG-BTmice China>编辑团队共同编制, 为读者提供精彩内容及最新资讯!

IT&CM China日报文字精辟, 图片丰富。加上TTG多年出版旅展日报的经验, 以快讯及图文说明的方式, IT&CM China日报势必成为与会者必读刊物。日报双语呈现(英文及中文简体), 以确保国内和世界各地的买家和与会人士都能尽览所有精彩的内容。

Maximise returns for your advertising spend. 把握机会转化成无限商机。



IT&CM CHINA 2012

More than 2000 delegates from 42 countries are expected to converge at this event co-organised by TTG Events, China International Travel Services (CITS) and MP International. An exclusive spin-off from the well-established IT&CM Asia, this event plays host for international and leading Chinese players in the MICE industry to promote China.

中国奖励旅游及大会博览会

IT&CM China 是 IT&CMA 的一个分支。是次博览将由 TTG Events, 中国国际旅行社总社有限公司(CITS)及国际展会策划集团(MPI) 联合主办。它将为国内外旅游、展览、会议的领军者提供平台,以推动中国成为大型奖励旅游中心。预计本次博览会将汇集超过2,000多名来自42个国家的与会代表参与。

4 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.

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

15% OFF Early Bird Promotion!
Book by 27 Feb 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)	15,680	13,328
Junior Page	280 H x 173 W	11,940	10,149
Half Page (Horizontal)	180 H x 236 W	11,470	9,750
Quarter Page	180 H x 114 W	6,780	5,760
Front Page Horizontal Strip	90 H x 236 W	10,880	9,250
Junior Page Spread	280 H x 370 W	24,930	21,190
Double Page Spread	380 H x 520 W	34,180	29,053

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.

TTG展会日报

TTG一系统的展会日报在全球各主要旅业活动中，每日提供最新展会信息及亚太观点。在展会日报中曝光，将是对那些高质量展会买家强化企业形象及提升认知度的理想渠道。



ADVERTISING INFORMATION

Circulation

9,000 copies (3 issues)

Publication Dates

17, 18, 19 April 2012

Deadlines

Booking: 5 March 2012

Material: 12 March 2012

Ad Traffic Contact

Please send ad materials to:

TTG Asia Media Pte Ltd

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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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