

RATECARD

# TTG Show Daily: **IT&CM India 2012**

21 to 23 August 2012  
India Expo Centre & Mart,  
Delhi NCR, India

**Issue Dates:**  
21, 22, 23 August 2012

6,000 copies over 3 days

# Our Winning Formula to Maximise Returns for your IT&CM India 2012 Advertising Spend.

Multiply your impact with these 3 factors:

1

## LEVERAGE ON INDIA'S LEADING INTERNATIONAL MICE EVENT.



IT&CM India 2012 is the perfect opportunity to reach out to hundreds of important Indian and international MICE and luxury buyers in one marketplace with maximised effect and impact.



Furthermore, maximising the exposure of your brand at this inaugural edition of IT&CM India 2012 will make an even greater impact among the buyers who would be experiencing the show for the first time.

2

## GET YOUR MESSAGE TO THE INDUSTRY WITH OUR DISTRIBUTION

6,000 copies of our dailies will be distributed over 3 days on exhibition floors and at other official venues - the first thing delegates see in the morning in their hotels.

At no additional cost, your message will also be carried further worldwide in the digital form of the Show Daily to our 28,000 strong e-Daily readership. This digital version of the show daily will also be placed on ttgasia.com, which averages 200,000 impressions a month.

3

## ENJOY THE ATTENTION THAT OUR AWARD-WINNING EDITORIAL WILL HELP YOU GET

With the dailies written on-site and printed the night before, your advertisement will be seen alongside the very freshest of news from the exhibition grounds, especially since our dailies are the only official daily of IT&CM India 2012.

Our TTGmice and TTG India editors and writers have experience and knowledge of the MICE industry and the region's latest happenings, ensuring incisive reporting on what really matters.



# Distinguish yourself. Be seen with us.



## IT&CM INDIA 2012

“Promoting India to the World and the World to India.” This international MICE business, education and networking event delivers an equal mix of international and Indian delegates, promoting business opportunities on all fronts – inbound, outbound and domestic.

In addition to the proven IT&CM programme formula comprising of structured business appointments, exhibition showcase, seminar sessions, official networking functions and tours, delegates also receive access to India Convention Promotion Bureau’s Conventions India Conclave and other partnering events that promise to enhance their investment at IT&CM India.

IT&CM India is organised by TTG Events, a business group of TTG Asia Media.

[www.itcmindia.com](http://www.itcmindia.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:  
21, 22, 23 AUGUST 2012**

**15% OFF** Early Bird Promotion!  
Book by 1 Jun 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)	10,000	8,500
Junior Page	280 H x 173 W	8,300	7,055
Half Page (Horizontal)	180 H x 236 W	7,800	6,630
Quarter Page	180 H x 114 W	5,800	4,930
Front Page Horizontal Strip	90 H x 236 W	7,200	6,120
Junior Page Spread	280 H x 370 W	8,000	6,800
Double Page Spread	380 H x 520 W	19,000	16,150

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

# TTG Show Daily: IT&CM India 2012

21 - 23 August 2012

India Expo Centre & Mart,  
Delhi NCR, India

## 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

6,000 copies (3 issues)

### Publication Dates

21, 22, 23 August 2012

### Deadlines

Booking: 26 June 2012

Material: 16 July 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  
Singapore Science Park II  
Singapore 117528

Tel: (65) 6395 7575

Fax: (65) 6536 0896

Email: [mediabuy@ttgasia.com](mailto: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

### SINGAPORE (Head Office)

Mark Wee

Tel: (65) 6395 7568

Fax: (65) 6536 0896

E-mail: [mark.wee@ttgasia.com](mailto:mark.wee@ttgasia.com)

### HONG KONG

Karen Cheung

Tel: (852) 2237 7174

Fax: (852) 2806 0646

E-mail: [karen.cheung@hk.china.com](mailto:karen.cheung@hk.china.com)

**TTG** | Publishing   
**Travel Trade**

E-MAIL | [contact@ttgasia.com](mailto:contact@ttgasia.com)

CORPORATE WEBSITE | [www.ttgasiamedia.com](http://www.ttgasiamedia.com)