

TTG Show Daily: **PATA Travel Mart 2012**

25 to 28 September 2012
SMX Convention Center
Metro Manila, The Philippines

Issue Dates:
26, 27, 28 September 2012

9,000 copies over 3 days

Maximise positive brand awareness at PATA Travel Mart (PTM) 2012 with the winning TTG Show Daily formula.

Magnify your advertising returns in **3** steps.

1

GRAB THE OPPORTUNITY TO MAKE AN IMPACT AT ASIA PACIFIC'S PREMIER TRAVEL TRADE SHOW

With the hundreds of important Asia-Pacific travel trade buyers and decision-makers that will gather at the PTM 2012, you can be sure that your advertising program at the show will make an amplified impact on an extremely targeted and relevant audience.

As the **only official daily of PTM 2012**, our dailies are sure to be read by all delegates looking to be kept informed on the event.



2

RIDE ON OUR DISTRIBUTION TO MAXIMISE YOUR BRAND EXPOSURE

In our efforts to keep all delegates informed of the latest tradeshow happenings, 9,000 copies of our dailies will be circulated over 3 days throughout the exhibition venue and beyond to official venues and hotels. Your advertisement could be the first thing delegates see each morning!

Your message will also enjoy additional circulation further worldwide for no additional cost in the digital form of the Show Daily, which will be sent to our 28,000 strong e-Daily readership. This will also be made available on the homepage of ttgasia.com, which averages 200,000 impressions a month.

3

DISTINGUISH YOUR BRAND ALONGSIDE AWARD-WINNING EDITORIAL IN PTM 2012'S ONLY OFFICIAL DAILY

Having published the PTM official show daily for the last 20 years, our editorial team holds more than enough industry experience to ensure that vital news from the fairgrounds make it into each daily.

Every daily contains pictorial coverage and the latest news from the day before. Your brand, associated with our incisive coverage and analysis, stands only to gain from the attention we get.



Stand out from the crowd. Be seen with us.



PATA TRAVEL MART (PTM) 2012

Build your business at PTM 2012 in Manila!

PTM is Asia Pacific's premier travel trade show that offers unparalleled networking and contracting opportunities.

Since its establishment in 1978 in Manila, PTM continues to attract hundreds of international buyers and sellers across the world. It provides a perfect opportunity to showcase and source latest products and services, and update the industry on tourism outlook and trends.

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:
26, 27, 28 SEPTEMBER 2012**

15% OFF Early Bird Promotion!
Book by 16 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)	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

26, 27, 28 September 2012

Deadlines

Booking: 1 August 2012

Material: 20 August 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

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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