



ANNOUNCEMENT

THE OFFICIAL PUBLICATION
& OFFICIAL SHOW DAILY
FOR THAILAND'S LARGEST
DEFENSE & SECURITY EXHIBITION

NEW DATES
March 5-8, 2012

IMPACT
Exhibition & Convention Center
Muang Thong Thani, Bangkok, Thailand

Advertising Rates 2012

Defense & Security 2012 TODAY

Booking Deadline: **February 20, 2012**

Material Deadline: **February 24, 2012**

www.shpmedia.com



Announcing **ADJ** will publish the **Official Defense & Security 2012 Show Daily**

Asian Defence Journal (ADJ), Asia's leading tri-services English language defence monthly, is proud to be associated with **Defense & Security 2012**. **ADJ** has been appointed as the **Official Publication** for **Defense & Security 2012** to be held at IMPACT Exhibition Centre, Bangkok, Thailand from March 5 to 8, 2012.

This confirms **ADJ's** standing as the No 1 defence and security-related publication in the Asia-Pacific region, and also the confidence of the organisers of **Defense & Security 2012**.

Defense & Security 2012 is the main professional showcase for state-of-the-art military hardware and services in Thailand and in the Asia-Pacific region. With total support from the host government, **Defense & Security 2012** is poised to become an important venue for the global defence industry to showcase their various products and services.

ADJ will issue the **Official Show Daily** for the first three days of the show, distributing 12,000 copies throughout the duration of the exhibition and will be available to all

trade visitors, exhibitors, government and military decision makers. These decision makers will turn to **ADJ's Official Show Daily** for an easy source of reference to the key products and companies that are being promoted at the exhibition as well as key stories that **ADJ** will report each day.

For a full-page advertisement in **ADJ's Official Show Daily**, advertisers will be entitled to editorial coverage accompanying the said advertisement. Editorial material can be provided by the clients or written and edited in-house.



Advertising Rates

		(Less 15%)	(Less 25%)
Four Colour	1 Insertion	2 Insertions	3 Insertions
Double Page Spread	€2,880	€2,450	€2,160
Outside Back Cover	€2,240	€1,905	€1,680
Inside Front Cover	€1,920	€1,630	€1,440
Inside Back Cover	€1,760	€1,495	€1,320
Full Page	€1,600	€1,360	€1,200
Half Page	€ 960	€ 815	€ 720

EXTRA COLOUR: €200 for matched colour/per page.

ADDITIONAL REPRINTS: Available upon request.

CONTENT: Interviews, product profile and service information about your company.

COPY DATE: Final approved copy and images 10 days prior to publication date.

Advertising Sales Offices

FRANCE/GERMANY

Fabio Lancellotti & Emmanuel Archambeaud
 Defense & Communication,
 48, Boulevard Jean-Jaures, 92110 Clichy, FRANCE.
 Tel: +33-1-47307180. Fax: +33-1-47300189.
 Email: flancellotti@defcommunication.com
 earchambeaud@defcommunication.com

ITALY/SWITZERLAND

Ediconsult Internazionale Srl,
 Piazza Fontane Marose 3, 16123 Genova, ITALY.
 Tel: +39-010-583684. Fax: +39-010-566578.
 Email: genova@ediconsult.com

SCANDINAVIA

Ian Thompson,
 The Falsten Partnership,
 23, Walsingham Road, Hove, BN3 4FE, ENGLAND.
 Tel: +44 (0) 1273-771020. Fax: +44 (0) 1273-770070.
 Email: sales@falsten.com

UNITED STATES/CANADA/BRAZIL

Scott Chase,
 Chase Media LLC,
 13605 Sherwood Forest Drive, Silver Spring, Maryland 20904-1134, USA.
 Tel: +1 301 879 1613. Fax: +1 301 879 0312.
 Email: scottchase@verizon.net

MALAYSIA/REST OF THE WORLD

Syed Mohd Fazilla & Hans Keller
 SHP Media Sdn Bhd,
 C-17-1, 17th Floor, Tower C, Megan Avenue II,
 12, Jalan Yap Kwan Seng, PO Box 10836, 50726 Kuala Lumpur, MALAYSIA.
 Tel: +60-3-2166-0852/5175. Fax: +60-3-2161-0541.
 Email: keller@shpmedia.com
www.shpmedia.com
 Emagazine: www.adj.com.my

Terms & Conditions

Printing Specifications

Printing: Offset sheetfed
 Binding: Saddle Stitch

Important Points

- Colour files must be in CMYK.
- Use only listed file formats and ensure all components of the advert are supplied i.e. any graphics and fonts.
- Supply a hard copy of colour proof to assist in production.

Closing Dates

The **Defense & Security 2012 TODAY Show Daily** will be published for exhibitors and visitors during the first three days of the show. All advertising materials for the **Defense & Security 2012 TODAY Show Daily** before **February 24, 2012**.

Accepted Digital Files

We accept Illustrator, In-Design, Photoshop files only. Graphic files should be supplied as PDF, JPEG, TIFF and EPS files with a (resolution of 300dpi in actual size). If fonts are not being supplied then only embedded fonts within the file will print successfully. Please ensure all adverts are supplied with a print matched colour proof otherwise colour reproduction cannot be guaranteed.

Acceptable Media

We accept CD with compress files as necessary or a self-extracting file.

Transmission Methods

E-mail—before sending, please contact the Production Department. Please ensure all files are in CMYK format and in actual size (eg No embedded RGB images and Pantone colours). Please send in compressed format. Prior notification would be appreciated on large files exceeding 6MB.

Cancellations

The publisher will not accept any cancellations after the closing date.

Publisher's Right

The publisher reserves the right to refuse advertisements submitted for publication and/or to hold over any advertisements for later publication. Advertisers shall not be entitled to refunds or to invalidate any existing contract or contracts in the event of printer's errors unless such errors distort the meaning of the advertisement.

Storage

Digital file is stored for 2 years and then destroyed.

Please send your media materials to:

Production Department

C-17-1, 17th Floor, Tower C, Megan Avenue II,
 12, Jalan Yap Kwan Seng, PO Box 10836,
 50726 Kuala Lumpur, Malaysia.
 Tel: +6-03-2166-0852/5175.
 Fax: +6-03-2161-0541.
 Email: william@shpmedia.com

Mechanical Requirements

