



**April 21-24, 2008**

Putra World Trade Centre  
Kuala Lumpur, Malaysia

**The Largest and Most  
Important Defence  
and Security Event  
for Asia Pacific Region!**

The **DSA 2008 Show Directory** will be distributed to all VIP delegations, exhibitors and trade visitors during the show. In total 15,000 copies will be distributed throughout the exhibition and conference.



**Book Your  
Advertisement  
Space Today!**

# Show Directory Advertising Rates

## **DSA 2008 Directory**

Booking Deadline: **March 27, 2008**

Material Deadline: **April 3, 2008**

*If you have any further questions, please contact:*

**Syed Fazilla (fazilla@shpmedia.com)**

**Hans Keller (keller@shpmedia.com)**

**Tel: +60-3-2166-0852/5175**

**Fax: +60-3-2161-0541**

# Advertising Sales Offices

## AUSTRALIA/NEW ZEALAND

Gordon Durnford

The Globe Bridge Company, 1, Middle Road, Exeter, NSW 2579, AUSTRALIA.  
Tel: +61-2-48834109. Fax: +61-2-48834107.  
Email: durnford@bigpond.com

## FRANCE

Fabio Lancellotti & Emmanuel Archambeaud, Defense & Communication, 48, Boulevard Jean-Jaures, 92110 Clichy, FRANCE.  
Tel: +33-1-47300189. Fax: +33-1-47300189.  
Email: fabio.l@wanadoo.fr & earchambeaud@wanadoo.fr

## GERMANY/AUSTRIA/CZECH REPUBLIC/ POLAND/SLOVAKIA

Dr Uwe H Wehrstedt

MCW Media & Consulting Wehrstedt, Hagenbreite 9, D-06463 Ermsleben, GERMANY.  
Tel: +49-34743-62090. Fax: +49-34743-62091.  
Email: info@wehrstedt.org www.wehrstedt.org

## INDIA

Lt Col R M Anand (retd)

Anand International, F-69, Sector 39, NOIDA, Uttar Pradesh, INDIA 201303.  
Tel/Fax: +91-120-2576035.  
Email: anandmail\_69@rediffmail.com

## ITALY/SWITZERLAND

Ediconsult Internazionale S.r.l.

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

## RUSSIA

Mikhail Simkin

Confidence, Office E102, Park Place Moscow, 113/1 Leninsky Prospect, Moscow, 117198, RUSSIA. Tel: +7-095-9565668/9565669.  
Fax: +7-095-9565775.  
Email: military@milparade.com

## SCANDINAVIA/BENELUX/ISRAEL

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

## TURKEY

Umit Ozkefeli

CNN Elektronik Ltd, Mahmut Yesari Sokak, 8-2, Cankaya, 06680 Ankara, TURKEY.  
Tel: +90 (312) 439 7565. Fax: +90 (312) 438 6572.  
Email: uozkefeli@cnn-trade.com

## UNITED KINGDOM/IRELAND/SPAIN/PORTUGAL

Michael Elmes

Aerospace Media, Five Oaks, Cansey Lane, Bradfield, Manningtree, Essex CO11 2XE, UNITED KINGDOM. Tel: +44-1255-871070.  
Fax: +44-1255-871071.  
Email: mike.elmes@aerospacemedia.co.uk

## 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 1613.  
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

Size	Full Colour	Black & White
Double Page Spread	euro2,900	NA
Outside Back Cover	euro2,258 <b>SOLD</b>	NA
Inside Front Cover	euro1,900 <b>SOLD</b>	NA
Inside Back Cover	euro1,750	NA
Full Page	euro1,550	euro1,250
Half Page (horizontal)	euro 930	euro 750
Belly Wrap Advertising	euro3,330	NA
Bookmark Advertising	euro2,060 (both-sides)	NA
	euro1,290 (one-side)	NA
Logo Advertising	euro 175	NA

## Advertisement Specifications

### Size of Directory

210mm (H) x 148mm (W)

### Double Page Spread

Type Area—190mm (H) x 290mm (W)

Bleed size—216mm (H) x 154mm (W)

### Full Page

Type Area—190mm (H) x 128mm (W)

Trim size—210mm x 148mm (W)

Bleed size—216mm (H) x 154mm (W)

### Half Page for horizontal size only

Type Area—93mm (H) x 128mm (W)

### Belly Wrap size

70mm (H) x 148mm (W) x 15mm (SPINE) X 148MM (w) X 15mm (SPINE)

### Bookmark size

105mm (H) x 74mm (W)

### Logo size in full colour

20mm (H) x 20mm (W)

**IMPORTANT NOTICE—For bleed** Advertisement, please add 3mm to each live edge. Type area should be at least 9mm from edge of material.

## Printing Specifications

Printing: Offset sheetfed

Binding: Perfect bind

## 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.

## Accepted Digital Files

We accept Illustrator, In-Design, Pagemaker, 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 can accept CD, 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.

## Terms & Conditions

### Closing Dates

All advertising materials for the **DSA 2008 Show Directory** must be sent to the publisher before **April 3, 2008**.

### Cancellations

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

Please send your advertisement 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

## Logo Advertising

Why not enhance your company's free directory entry in the **DSA 2008 Show Directory** by advertising your company/product's logo next to it?

The image shows a sample of the DSA 2008 Show Directory. It features a grid of logos for various organizations, each with a corresponding code. The logos include:

- ASIAN DEFENCE JOURNAL** (HJ 17): 62, Jalan Yap Kwan Seng, Megan Place, Avenue C, 17-1, 17th floor, Block C, 50 480 KUALA LUMPUR - MALAYSIA. Tel: +60 3 2366 9822 - Fax: +60 3 236 10541. e-mail: info@sdjmedia.com. Published since 1970, ASIAN DEFENCE JOURNAL is the only authoritative magazine that provides the extra mile to defence planners and military personnel towards the development in the Asia Pacific rim. Class: H.3.
- ASIAN MILITARY REVIEW** (GH 39): 600 Media Transasia Thailand Ltd, 358, 14th Floor, Ocean Tower II, Sukhumvit II, 10110 BANGKOK - THAILAND. Tel: +662 204 2330 - Fax: +662 204 2300.
- ASSOCIATION AREAS** (F 01): 81 bis, rue Nicolas Bréand, 25043 BESANCON CEDEX - FRANCE. Tel: +33 3 81 47 44 90 - Fax: +33 3 81 47 44 94. e-mail: asso.areas@wanadoo.fr. Activités de recherche, d'étude, de développement et d'industrialisation de composants, de sous-ensembles et d'ensembles complexes mécanico-électroniques et de micro-systèmes. Classes: A.14 - A.17. Class: F.01.1. Class: E.4. Class: F.3.1.2. Classes: G.1.4 - G.2 - G.3 - G.4.1 - G.4.2 - G.4.3 - G.4.5.
- ASSOCIATION OF THE DEFENCE INDUSTRY** (D 29): Rybná 8, 110 00 PRAHA - REPUBLIQUE TCHÈQUE. Tel: +420 2 2423 5320 - Fax: +420 2 2423 5319. e-mail: aspid@aspid.cz. Class: H.E.A.