

ASIAN DEFENCE JOURNAL

ADJ
Published Since 1970



April 21-24, 2008

Putra World Trade Centre
Kuala Lumpur, Malaysia

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



**Book Your
Advertisement
Space Today!**

The Official Publication

RATE CARD

DSA 2008 TODAY

Booking Deadline: **April 10, 2008**

Material Deadline: **April 17, 2008**

ADJ is a member of
BPA
WORLDWIDE™

During **DSA 2008**, **ADJ** will Publish the **DSA 2008 Show Daily**

A *Asian Defence Journal (ADJ)*, Asia's leading tri-services English Language defence monthly, is proud to be associated with the **11th Defence Services Asia (DSA 2008) Exhibition and Conference** which will be held at the Putra World Trade Centre, Kuala Lumpur, Malaysia, from April 21 to 24, 2008.

Again, **ADJ** has been appointed as the *Official Publication* for DSA 2008. We will publish the **DSA 2008 Show Daily**, known as **DSA 2008 TODAY**.

ADJ has been the official magazine, publishing show dailies since the DSA series of exhibitions began in the 1980s. This confirms **ADJ's** standing as the Number One defence and security-related publication in the Asia-Pacific region, and also the confidence of the organisers of DSA 2008.

Held every two years, DSA 2008 will once again be the largest exhibition in Malaysia and one of the largest exhibitions in the Asia-Pacific region. The DSA series of exhibitions have grown over the past two decades to become one of the largest professional showcases for both military and security-related hardware and services in Asia-Pacific. With total support from the Malaysian government, DSA 2008 is now poised to become the most exciting venue for the global defence industry to showcase the various state-of-the-art products and services.

ADJ will produce the **DSA 2008 TODAY** for the first three days of DSA 2008, distributing 4,000 copies



throughout the duration of the exhibition at the show site and will be made available to all trade visitors, exhibitors, and government and military decision makers who will be visiting the exhibition. These decision makers will turn to **DSA 2008 TODAY** for an easy source of reference to the key products and companies that are being promoted at the exhibition as well as the key stories that **ADJ** will report each day.

For all advertisements published in **DSA 2008 TODAY**, the advertiser will be entitled to editorial coverage accompanying the said advertisement. Editorial material can be provided by the advertisers or written and edited in-house.

Advertisement Rates in EURO

DSA 2008 TODAY Show Daily

	1x	2x (-10%)	3x (-20%)
Full Colour			
Double Page Spread	2,485	2,235	1,990
Outside Back Cover	1,900	1,710	1,520
Inside Front Cover	1,500	1,350	1,200
Inside Back Cover	1,400	1,260	1,120
Full Page	1,375	1,240	1,100
Half Page	810	730	650
Quarter Page	565	510	450

Black & White

Double Page Spread	1,820	1,640	1,455
Full Page	1,010	910	810
Half Page	615	555	490
Quarter Page	385	345	310

Spot Colour: For all placements of advertisement in **DSA 2008 TODAY Show Daily**, please add **EURO125** for process colour/per page; **EURO200** for matched colour/per page and **EURO340** for metallic colour/per page or fraction thereof.

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

AUSTRALIA/NEWZEALAND

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/CZECHREPUBLIC/ POLAND/SLOVAKIA

Dr Uwe H Wehrstedt

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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

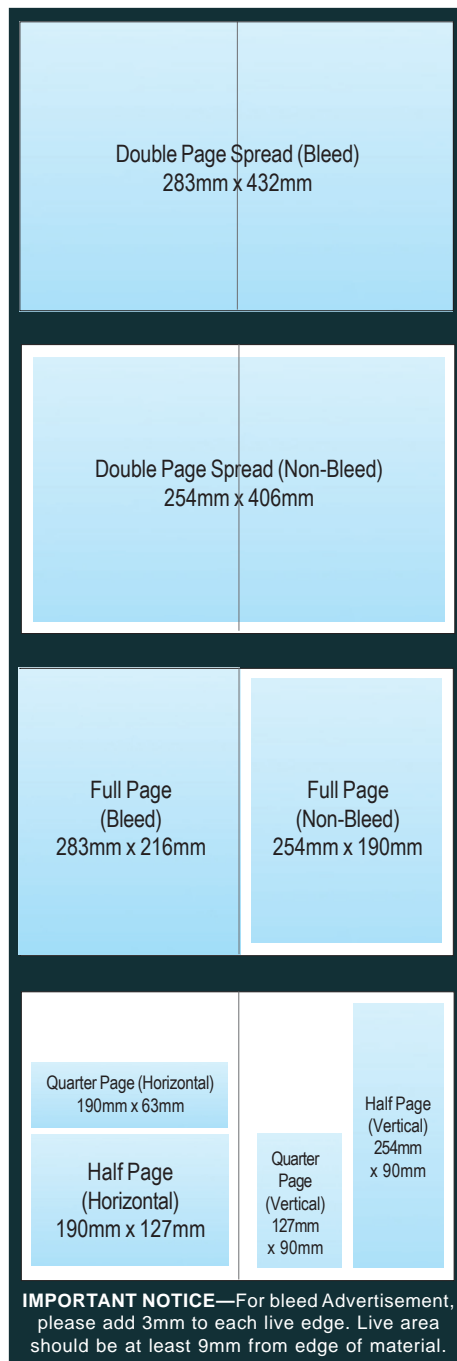
CNN Elektronik Ltd, Mahmut Yesari Sokak,
8-2, Cankaya, 06680 Ankara, TURKEY.
Tel: +90 (312) 439 7565.
Fax: +90 (312) 438 6572.
Email: uozkefeli@cnn-trade.com

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

Mechanical Requirements



Double Page Spread (Bleed)
283mm x 432mm

Double Page Spread (Non-Bleed)
254mm x 406mm

Full Page (Bleed)
283mm x 216mm

Full Page (Non-Bleed)
254mm x 190mm

Quarter Page (Horizontal)
190mm x 63mm

Half Page (Horizontal)
190mm x 127mm

Quarter Page (Vertical)
127mm x 90mm

Half Page (Vertical)
254mm x 90mm

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

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, P. O. Box 10836,
50726 Kuala Lumpur, MALAYSIA.
Tel: +60-3-2166-0852/5175.
Fax: +60-3-2161-0541.
Email: keller@shpmedia.com
www.shpmedia.com

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 **DSA 2008 Show Daily** will be published for exhibitors and visitors during the first three days of the show. All advertising materials for the **DSA 2008 Show Daily** must be sent to the publisher before **April 17, 2008**.

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.

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

A 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,
P.O. Box 10836, 50726 Kuala Lumpur,
Malaysia. Tel: +6-03-2166-0852/5175.
Fax: +6-03-2161-0541.
Email: william@shpmedia.com