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Security

ASIAN DEFENCE JOURNAL

ADJ

THE PREFERRED
MEDIA PARTNER
SINCE 1970

The
OFFICIAL PUBLICATION

And **OFFICIAL
SHOW DAILY**



16 - 19 APRIL 2012
Kuala Lumpur, Malaysia

ADVERTISING RATES

www.shpmedia.com

**BOOK YOUR
ADVERTISEMENT
SPACE TODAY!**

BOOKING DEADLINE:
April 4, 2012

MATERIAL DEADLINE:
April 11, 2012

The Official Show Daily

Seen and read by decision-makers at the show.



A *Asian Defence Journal (ADJ)*, Asia's leading tri-services English Language defence monthly, is proud to be associated with the **13th Defence Services Asia (DSA 2012) Exhibition and Conference** which will be held at the Putra World Trade Centre, Kuala Lumpur, Malaysia, from April 16 to 19, 2012.

Again, **ADJ** has been appointed as the *Official Publication* for DSA 2012. We will publish the **DSA 2012 Show Daily**, known as **DSA 2012 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 2012.

Held every two years, DSA 2012 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 2012 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 2012 TODAY** for the first three days of DSA 2012, distributing 9,000 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 2012 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 2012 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.



Advertising Rates

	1x	2x (less 10%)	3x (less 20%)
FOUR COLOUR			
Double Page Spread	€2,880	€2,450	€2,305
Outside Back Cover	€2,240	€1,905	€1,790
Inside Front Cover	€1,920	€1,630	€1,535
Inside Back Cover	€1,760	€1,495	€1,410
Full Page	€1,600	€1,440	€1,280
Half Page	€960	€865	€770

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

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Ediconsult Internazionale Srl,
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Tel: +39-010-583684. Fax: +39-010-566578.
Email: genova@ediconsult.com

SCANDINAVIA

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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 advertisement are linked i.e. any graphics and fonts.
- Supply a hard copy of colour proof to assist in production.

CLOSING DATES

The **DSA 2012 TODAY Show Daily** will be published for exhibitors and visitors during the first three days of the show. All advertising materials for the **DSA 2012 TODAY Show Daily** before **April 11, 2012**.

ACCEPTED DIGITAL FILES

We accept In-Design, Illustrator, 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 advertisements 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: +60-3-21660852/5175.
Fax: +60-3-21610541. Email: william@shpmedia.com

Mechanical Requirements

Double Page Spread
Trim Size
283mm (H) x 432mm (W)

Bleed Size
289mm (H) x 438mm (W)

Live Area
254mm (H) x 410mm (W)

Gutter Area for Double Page Spread
Between words—6mm from spine

Full Page
Trim Size
283mm (H) x 216mm (W)

Bleed Size
289mm (H) x 222mm (W)

Live Area
254mm (H) x 190mm (W)

Half Page (Vertical)
254mm (H)
x 92mm (W)

Half Page (Horizontal)
127mm (H) x 194mm (W)

Half Page Spread
127mm (H) x 400mm (W)

Gutter Area for Half Page Spread
Between words—6mm from spine