

ASIAN DEFENCE JOURNAL

ADJ

INDO DEFENCE

2012 EXPO & FORUM

THE 5TH INDONESIA'S OFFICIAL TRI-SERVICE DEFENCE EVENT

**BOOK YOUR
ADVERTISEMENT
SPACE NOW!**

THE OFFICIAL SHOW DAILY

**7 - 10 NOVEMBER 2012
JIEXPO KEMAYORAN JAKARTA - INDONESIA**



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ADVERTISING RATES

Hosted by

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Ministry of Defence



Ministry of Industry



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Indonesian National Defence Forces



Indonesian Army



Indonesian Navy



Indonesian Air Force



Indonesian National Police



Indonesian Exhibition Companies Association

Published by



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www.shpmedia.com



The Official Show Daily

Seen and read by decision-makers at the show.

Asian Defence Journal (ADJ), Asia's leading tri-services English language defence monthly, is proud to be associated with the 5th Indonesia's Official Tri-Service Defence Event which will be held at the JIExpo Kemayoran, Jakarta, from November 7 to 10, 2012.

Again, ADJ has been appointed as the Official Publication for Indo Defence 2012. We will publish the Indo Defence 2012 Show Daily, known as Indo Defence 2012 TODAY.

ADJ has been the official magazine, publishing show dailies since the Indo Defence series of exhibitions began in 2004. 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 Indo Defence 2012.

Held every two years, the Indo Defence series of exhibitions have grown over the past 8 years to become one of the largest professional showcases for both military and security-related hardware and services in Southeast Asia. With total support from the Indonesian government, Indo Defence 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 Indo Defence 2012 TODAY for the first three days of the show, 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 Indo Defence 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 Indo Defence 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

FOUR COLOUR	1x	2x	3x
		(less 15%)	(less 25%)
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

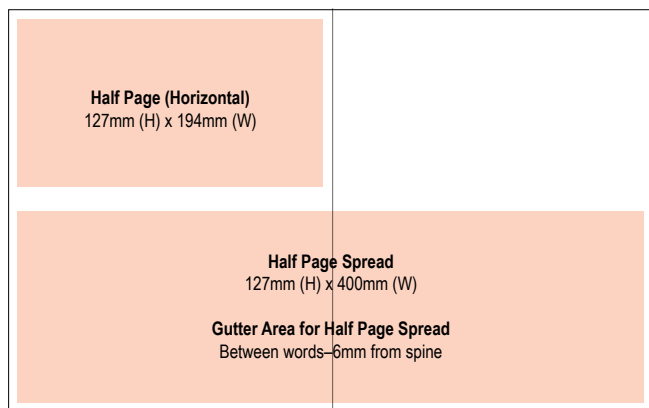
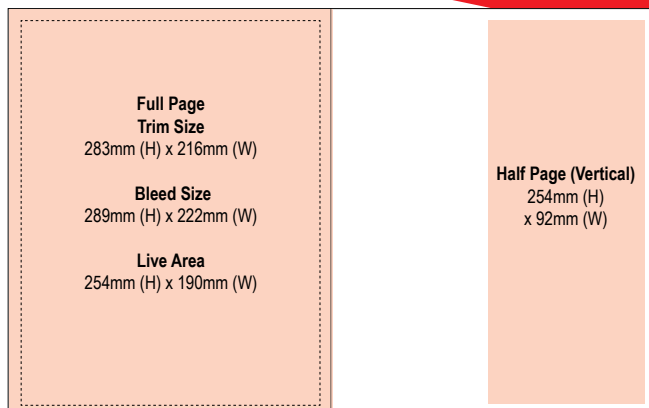
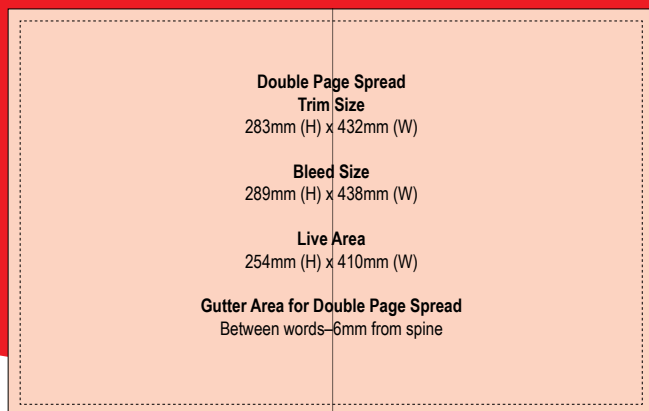
EXTRA COLOUR: €200 for matched colour/per page.

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.

Mechanical Requirements



Advertising Sales Offices

FRANCE/GERMANY

Fabio Lancellotti & Emmanuel Archangeaud, 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

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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 Website: www.shpmedia.com [Emagazine: www.adj.com.my](http://Emagazine.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 *Indo Defence 2012 TODAY Show Daily* will be published for exhibitors and visitors during the first three days of the show. All advertising materials for the *Indo Defence 2012 TODAY Show Daily* before **November 1, 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. Fax: +60-3-21610541. Email: william@shpmedia.com