

TTG Show
Daily

THE OFFICIAL SHOW DAILY OF ITB ASIA 2016



ITB
Asia

ITB ASIA

Marina Bay Sands | Singapore

19 - 21 Oct 2016

Issue Dates: 19, 20 & 21 October

3

ISSUE DAYS

TTG SHOW DAILY: ITB ASIA 2016

3 BIG REASONS TO BE IN THE TTG SHOW DAILY

#1

Delegates Read It Every Day

As the official show daily of this high-traffic event, we bring all ITB Asia delegates **award-winning editorial, pictorials, highly anticipated show updates and happenings**. This indispensable read will help your brand **capture the eyeballs of your target audience within the action-packed environment**.

#2

Awareness That Drives Traffic To Your Booth

Taking your brand presence beyond your booth with **qualitative and quantitative distribution of 9,000 print copies** across exhibition halls, your brand is guaranteed the attention of important buyers throughout tradeshow days, **directing delegates to your booth to establish that desired first point of face-to-face contact**.

#3

Reach Beyond ITB Asia 2016

Extending your brand's mileage to the rest of the world with **bonus circulation to 70,000 e-subscribers**, we connect your brand to many other travel trade professionals and **generate more lasting impressions and business opportunities beyond the trade show**.

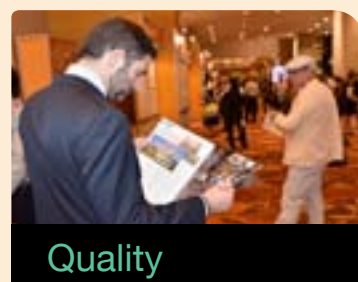


THE TTG SHOW DAILY ADVANTAGE

With over 41 years of publishing strength and 29 years of Show Daily publishing experience, no one knows the industry like we do.



Strength



Quality

Award-winning & authoritative editorial and captive pictorials that all delegates look forward to.



Creative



Quantity

9,000 Print copies on-site and 70,000 e-copies circulated globally.

ITB ASIA 2016



ITB Asia is a renowned travel tradeshow designed for the Asian Travel Market. It serves as a good platform for international and Asia Pacific's exhibitors from all sectors of the travel value chain to establish networks and venture new opportunities with top international buyers from the Leisure, MICE and Corporate Travel segments.

ITB Asia is organised by Messe Berlin (Singapore) and supported by the Singapore Exhibition & Convention Bureau.

RATES & AD SPECS

- **Circulation: 9,000 Copies (3 Issue Days)**
- **Issue Dates: 19, 20 & 21 October 2016**
- **Booking Deadline: 9 September 2016**
- **Material Deadline: 20 September 2016**

Full Colour Ad	Ad Size (WxH) mm	Normal Rates (US\$)
Full Page	260 x 380	18,900
Junior Page	173 x 280	14,800
Half Page (Horizontal)	236 x 180	14,500
Quarter Page	114 x 180	8,800
Front Page Horizontal Strip	236 x 90	14,800
Junior Page Spread	370 x 280	28,000
Double Page Spread	520 x 380	30,500

15% OFF

For a limited time only

Rates (US\$)

16,070

12,580

12,330

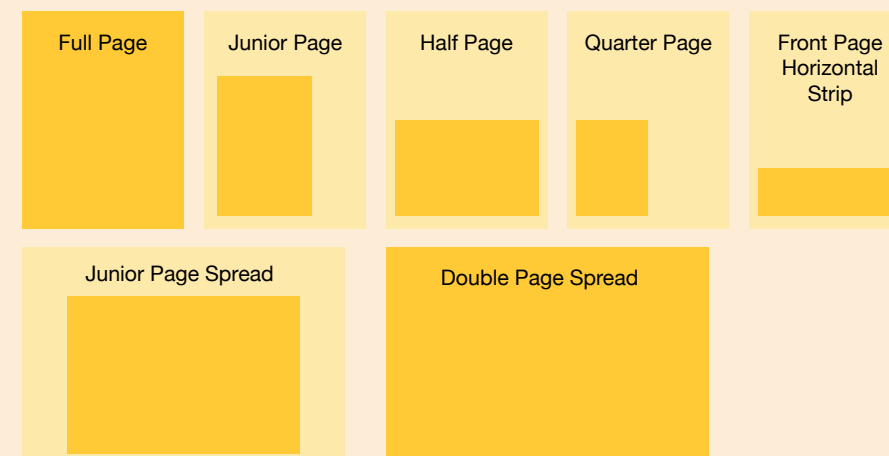
7,480

12,580

23,800

25,930

Other special sizes and creatives are available on request. Rates are applicable on a case-by-case basis.



AD MATERIAL SUBMISSION

File Requirements

Dimensions	Ensure correct ad dimension used. Add additional 5mm all round for bleed advertisements. Inexact size/scaling will result in compromised quality)
Fonts & Images	Files are to be embedded with fonts and images.
Images & Graphics	Images are to be in high resolution (at least 300dpi). Only CMYK colour mode.

Submitting Your Ad Materials

Submission Modes	CD-ROM, Email, FTP Download. (please provide your FTP site access information)
Others	Please provide press colour proofs for the advertisements in the correct sizes. Indicate any other special instructions.

CONTACT US

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