

ASIA-PACIFIC TRAVEL INDUSTRY'S LEADING PUBLISHER IN LIVE EVENT COVERAGE

TTG Show
Daily

PATA TRAVEL MART

PATA
Pacific Asia Travel Association

6 - 8 September 2015
Bangalore, India
Bangalore International Exhibition Centre

2015 RATE CARD



THE OFFICIAL SHOW DAILY OF PATA TRAVEL MART 2015

**As the leading publisher, we have it all.
Come stretch every dollar of your ad investment with our USPs**

STRENGTH

With **40 years** of publishing strength & **28 years** of Show Daily publishing experience, no one knows the industry like we do.

QUALITY

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

QUANTITY

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

CREATIVE

Distinguish your brand. We explore **innovative and interactive** ways to connect your brand with the delegates.

DISTRIBUTION

Into delegates' rooms each morning and throughout the exhibition hall and key venues everyday.

About PATA Travel Mart 2015



PATA Travel Mart has been offering unparalleled networking and contracting opportunities. With hundreds of participating international travel trade buyers and media, it is an effective platform for Asia-Pacific travel industry suppliers to showcase cutting edge products and services.



Differentiated Exposure For Maximum Show Presence

- 1 As the only official show daily of this premier event, this **indispensable read** with **award-winning editorial and pictorials** will help your brand **capture the attention of your target audience within the action-packed environment**.
- 2 Taking your brand presence beyond your booth with **qualitative and quantitative distribution of 9,000 print copies** across the exhibition hall. Your brand is guaranteed the attention of important buyers as the dailies effectively **direct delegates to your booth for face-to-face engagement**.
- 3 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**.



Rates & Ad Spaces

15% OFF | Early Bird Promotion!
Book by 19 Jun 2015

Circulation:
9,000 copies (3 issues)
Publication Dates:
6, 7 and 8 September 2015

Deadlines:
Booking: 24 July 2015
Material: 4 August 2015

Ad Material Submission
Electronic Copy Accepted Only
• Strictly Apple Macintosh application.
• Files to be submitted in PDF (preferred), JPEG or TIFF.

File Requirements
• Dimension: 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). CMYK colour mode.

Submitting Your Ad Materials
• E-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.

Full Colour Ad	Ad Size (WxH) mm	Normal Rates (US\$)	Early Bird Rates (US\$)
Full Page	260 x 380	16,900	14,370
Junior Page	173 x 280	13,800	11,730
Half Page (Horizontal)	236 x 180	12,500	10,730
Quarter Page	114 x 180	7,500	6,380
Front Page Horizontal Strip	236 x 90	12,200	10,370
Junior Page Spread	370 x 280	25,000	21,300
Double Page Spread	520 x 380	30,500	25,930

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

Contact Us

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