

**TTG** Show  
Daily

THE OFFICIAL SHOW DAILY OF PATA TRAVEL MART 2016

**PATA**<sup>®</sup>  
Pacific Asia Travel Association

# PATA TRAVEL MART

Indonesia Convention Exhibition | Jakarta, Indonesia

7 - 9 September 2016

Issue Dates: 7, 8 and 9 September

**3**  
ISSUE DAYS

# TTG SHOW DAILY: PATA TRAVEL MART 2016

## 3 BIG REASONS TO BE IN THE TTG SHOW DAILY

# 1

### Delegates Read It Every Day

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

### Awareness That Drives Traffic To Your Booth

Take 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

### Reach Beyond PATA Travel Mart 2016

Extend 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



### Strength

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



### Quantity

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



### Quality

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



### Creative

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

# PATA TRAVEL MART 2016



PATA Travel Mart is Asia Pacific's premier travel trade show. It offers unparalleled networking and contracting opportunities driving the travel and tourism industry to explore new terrains and budding opportunities.

This year, PATA Travel Mart is hosted by the Ministry of Tourism, Republic of Indonesia. Held in the nation's capital city, Jakarta, it has rich cultural heritage and pristine natural resources.



## RATES & AD SPECS

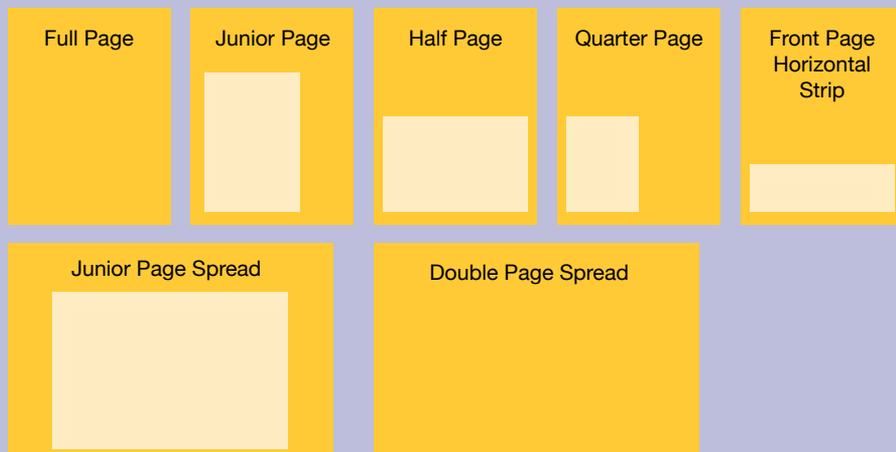
- **Circulation:** 9,000 Copies (3 Days)
- **Issue Dates:** 7, 8 and 9 September 2016
- **Booking Deadline:** 22 July 2016
- **Material Deadline:** 4 August 2016

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

**15% OFF**  
For a limited time only

Rates (US\$)
14,370
11,730
10,730
6,380
10,370
21,300
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

## Advertising Enquiries

**SINGAPORE** Shirley Tan  
T: (65) 6395 7535 E: shirley.tan@ttgasia.com

**HONG KONG** Ingrid Chung  
T: (852) 2237 7262 E: ingrid.chung@ttgasia.com

## Ad Material

**Ad Admin Dept** Cheryl Lim  
T: (65) 6395 7540 E: cheryl.lim@ttgasia.com