

**TTG** Show  
Daily  
RATECARD



**TTG Show Daily:**

**PATA Travel Mart 2013**



Pacific Asia Travel Association

**15 - 17 SEPTEMBER 2013  
CHENGDU, CHINA**

**Issue Dates:**

**15, 16, 17 September 2013**

**PATA Travel Mart's ONLY  
Official Show Daily**

**9,000** COPIES OVER  
3 DAYS

**70,000** SUBSCRIBERS  
GLOBALLY

**27** YEARS OF DAILY  
PUBLISHING EXPERIENCE

## 3 WAYS TTG SHOW DAILY: PTM 2013 MAXIMISES YOUR MARKETING DOLLAR

### one Take Advantage of a Perfect Audience at Asia's Premier Travel Trade Show

The hundreds of carefully audited Asia-Pacific travel trade buyers attending PATA Travel Mart 2013 are just the people you would want to impress. With targeted audience present, the effect of your ad in our dailies will be immediately multiplied.

### three We Promise Quality - and Positive Awareness for your Brand

We've published show dailies at **over 140 shows over the past 27 years**, and have also reported on the Asia-Pacific travel trade for 39 years. With this amount of experience, delegates trust and read our dailies for insightful, comprehensive reports on the most important trends and news, published fresh from just the day before.

### two We'll Make Sure Your Brand Receives the Exposure It Should

Onsite, **9000** copies will be distributed over **3 days at the exhibition**, and at official hotels early each morning. In addition, for no additional cost, 70,000 subscribers worldwide in our TTG Asia, TTG India and TTG China will receive a digital version of our dailies. This digital version will also be linked on the [ttgasia.com](http://ttgasia.com) homepage, which receives 200,000 impressions a month on average.



## PATA Travel Mart 2013

15 - 17 September 2013 | Chengdu, China

PATA Travel Mart has been offering unparalleled networking and contracting opportunities since its establishment in 1978 in Manila. Attracting hundreds of international travel trade buyers and media across the world, it is an effective platform for Asia-Pacific travel industry suppliers to showcase cutting-edge products and services.







## 5 WAYS TO ENHANCE YOUR INTEGRATED ADVERTISING CAMPAIGN

- 1 Use Attention-Grabbing Creatives**  
like coverwraps or belly bands in our dailies
- 2 Direct Delegates to your Booth**  
through our dailies and their digital counterparts
- 3 Be Interactive with Links & Videos**  
in the digital version of your ad in our online dailies
- 4 Generate Greater Interest & Relevance**  
with connecting, yet differing, creatives over the event
- 5 Expand your Campaign**  
to include more exclusive dimensions  
such as our show diaries and  
late night functions



**15% OFF**

**Early Bird Promotion!  
Book by 28 Jun 2013**

### BOOKING OF 3 ISSUES: 15, 16, 17 SEPTEMBER 2013

FULL COLOUR ADS	AD SIZE (WxH)mm	NORMAL RATES	EARLY BIRD RATES
Full Page	260 x 380	US\$ 16,900	US\$ 14,350
Junior Page	173 x 280	US\$ 13,800	US\$ 11,750
Half Page (Horizontal)	236 x 180	US\$ 12,500	US\$ 10,650
Quarter Page	114 x 180	US\$ 7,500	US\$ 6,400
Front Page Horizontal Strip	236 x 90	US\$ 12,200	US\$ 10,350
Junior Page Spread	370 x 280	US\$ 25,000	US\$ 21,250
Double Page Spread	520 x 380	US\$ 30,500	US\$ 25,950

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

# TTG SHOW DAILY: PATA TRAVEL MART 2013

## Asia-Pacific Travel Industry's Leading Publisher in Live Event Coverage

TTG Show Daily series delivers the freshest news, developments and insights from an Asia-Pacific perspective, live everyday from participating major travel industry events around the world. Being seen in our dailies is the optimal way for you to strengthen your presence and maximise exposure in front of all those high quality buyers at the tradershow.



Vientiane, Lao PDR  
18-24 January 2013



Chengdu, China  
15-17 September 2013



Berlin, Germany  
06-10 March 2013



Bangkok, Thailand  
01-03 October 2013



Shanghai, China  
17-19 April 2013



Singapore  
23-25 October 2013



Delhi NCR, India  
20-22 August 2013



Singapore  
23-25 October 2013

## ADVERTISING INFORMATION

### CIRCULATION

9,000 copies (3 issues)

### PUBLICATION DATES

15, 16, 17 September 2013

### DEADLINES

Booking: 26 July 2013

Material: 13 August 2013

### AD TRAFFIC CONTACT

Please send ad materials to:

#### TTG Asia Media Pte Ltd

Ad Admin Department

1 Science Park Road #04-07  
The Capricorn, Singapore Science Park II  
Singapore 117528

Tel: (65) 6395 7575 Fax: (65) 6536 0896

### 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

## CONTACT US

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