



THE OFFICIAL SHOW DAILY PUBLISHER

Asian Defence Journal (ADJ), Asia's leading tri-services English language defence publication has been appointed as the **Official Publication** for IDEAS 2022.

ADJ has been publishing show dailies since 1980. 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 IDEAS 2022. We will publish the IDEAS 2022 Show Daily, known as **IDEAS 2022-ADJ Today**.

ADJ will produce the official **IDEAS 2022-ADJ Today** for the first three days of the show, distributing 9,000 copies throughout the duration of the exhibition at the show site. The show daily will be made available to all trade visitors, exhibitors, and government and military decision-makers visiting the exhibition. **IDEAS 2022-ADJ Today** will also be available online at: www.adj.com.my

For all advertisements in **IDEAS 2022-ADJ Today**, the advertiser will be entitled to editorial coverage accompanying the said advertisement. Editorial materials can be provided by the advertisers.



Seen and Read by Decision-Makers at the Show

ADVERTISING RATES

| 4 Colour | 1 Insertion | 2 Insertions | 3 Insertions |
|--------------------|-------------|--------------|--------------|
| Double Page Spread | □ €3,150 | □ €2,835 | □ €2,520 |
| Outside Back Cover | □ €2,450 | □ €2,200 | □ €1,960 |
| Inside Front Cover | □ €2,100 | □ €1,890 | □ €1,680 |
| Inside Back Cover | □ €1,925 | □ €1,730 | □ €1,540 |
| Full Page | □ €1,750 | □ €1,575 | □ €1,400 |
| Half Page Spread | □ €1,890 | □ €1,700 | □ €1,510 |
| Half Page | □ €1,050 | □ € 945 | □ € 840 |

□ Tick the appropriate boxes

Booking Issue

- Day 1 (November 15, 2022)
- Day 2 (November 16, 2022)
- Day 3 (November 17, 2022)

Total Booking Price:

€ _____

Show Daily Booking Form

Exhibiting Company: _____
 Authorised Personnel Name: _____
 Stand No: _____ Tel: _____
 Fax: _____
 Email: _____
 Date: _____
 Signature: _____

Booking Deadline:
November 1, 2022

Material Deadline:
November 8, 2022

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MECHANICAL REQUIREMENTS

Show Daily Size: 305mm (H) x 220mm (W)

| |
|---|
| Double Page Spread |
| Trim Size 305mm (H) x 440mm (W) |
| Bleed Size 311mm (H) x 452mm (W) |
| Live Area 278mm (H) x 414mm (W) |
| Gutter Area for Double Page Spread Between words—10mm from spine |

| | |
|-------------------------------------|-----------------------------|
| Full Page | Half Page (Vertical) |
| Trim Size 305mm (H) x 220mm (W) | 273mm (H) x 97mm (W) |
| Bleed Size 311mm (H) x 226mm (W) | |
| Live Area 278mm (H) x 194mm (W) | |

| | |
|---|--|
| Half Page (Horizontal) 139mm (H) x 194mm (W) | |
| Half Page Spread 139mm (H) x 414mm (W) | |
| Gutter Area for Half Page Spread Between words—10mm from spine | |

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 advert are supplied e.g. any graphics and fonts.

Closing Dates

The **IDEAS 2022-ADJ Today** Show Daily will be published for exhibitors and visitors during the show. All advertising materials for the **IDEAS 2022-ADJ Today** Show Daily must be sent before **November 8, 2022**.

Accepted Digital Files

Files should be supplied as PDF, JPEG, or TIFF 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.

Transmission Methods

E-mail—Please ensure all files are in CMYK format and in actual size (e.g. no embedded RGB images and Pantone colours). Please send your media materials to:
william@shpmedia.com

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.

For more information on Show Daily Advertising, please contact:

Syed Fazilla fazilla@shpmedia.com