

Category: Printed materials

JA 2012 Official Guidebook: Advertising pages

Place your ad in the JA2012 Official Guidebook

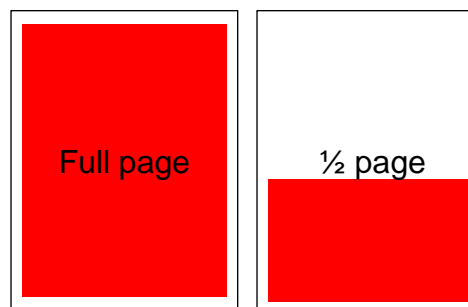
Basic specifications

- Booklets published: 4000 (planned)
- Size: A4
- Number of pages: 500 (planned)
- Distributed to: Exhibitor companies
On sale for general attendees (¥1000)

All of the information on the JA 2012 event will be packed into the JA 2012 Official Guidebook, which will be distributed to all exhibitor companies and be available for purchase by all attendees during the event. The Official Guidebook is a way to attract visitors directly to your booth during the event, and also serves as a valuable comprehensive data resource once the event is over. Please considering making use of this powerful advertising tool.

Advertising costs

Placement	Specifications		Price	Number of space
	Colors	Size		
Second page from the back cover, left side	4	Full page	¥525,000	1
Regular page (front)	4	Full page	¥210,000	
Regular page (front)	1	Full page	¥105,000	
Regular page (back)	4	½ page	¥105,000	
Regular page (back)	1	½ page	¥52,500	



■■■■ Maximum ad space

Application deadline:
Aug 29 (Wed)
Ad submission* deadline:
Sept 5 (Wed)
**Finalized data required*

Japan Aerospace International Exhibition 2012 Corporate ad submissions for the JA2012 Official Guidebook

Please create your advertisement data for the JA2012 Official Guidebook according to the specifications below.

Advertisement size

- Full page: 297 mm high × 210 mm wide (A4 size)
- 1/2 page: 128 mm high × 179 mm wide

Software:

- Adobe Illustrator CS3–CS5.5 (contact us if you need to use a different version)
- Photo resolution: full size at 350 dpi or higher

PDF specifications:

- Please save your document in PDF/X-1a format

Other requests:

- You must include crop marks on the four corners. If your design is larger than the margins of the advertisement, it must extend beyond the frame by 3 mm.
- You must be converted to image data
- Include data that indicates the application used when you send your data
- Send the file as a PDF (you need only send the PDF that will be used for the actual ad)

Please note: The data you provide will be printed as-is. We will not perform any color corrections or additional editing services.

Send data to:

- 5MB or less: Send via email attachment to the Official Guidebook Editorial Office address: ja2012@mikintl.jp
- Larger than 5MB: Use an online file-sharing system (such as Takufile or Firestorage) or send us a CD or DVD by post.

Please note: Password-protect your data and inform the Official Guidebook Editorial Office of the password via separate email.

Postal address (for CDs or DVDs)

DENTSU TEC INC.

Official Guidebook Editing Office

6F, 4-16-36 Sakae, Naka-ku, Nagoya-shi, Aichi-ken, Japan 460-0008

For more information, contact:

Official Guidebook Editorial Office Tel: +81 52-955-3333 (M–F 9:30AM–18:00PM JST)

Please note: The Official Guidebook Editorial Office may need to contact you about your ad.

Be sure to include valid contact information as well as the name of the person in charge of your account.



Official Guidebook Advertising Application Form

Send to: JA2012 Exhibition Management Office

FAX : +81-52-955-3333

E-Mail: ja2012@mikintl.jp

I hereby submit the following application to advertise in the JA2012 Official Guidebook:

Application deadline: Aug 29, 2012 (Wed)

Company		Booth number	
Person in charge		Phone	
Dept./title		E-mail	@

No.	Program	Price (with tax)/Specifications and other requests	Requested no. of pages	Price (with tax)
001	Official Guidebook advertisement	Requested page: [] / [4-color/1-color] See pg. 1 for a price listing for each page		JPY
			Total (with tax)	

- Only exhibitors and related groups/companies may apply for advertising

- All programs are offered on a first-come, first-served basis

Please note:

- Enter all required fields, including the requested page numbers and cost
- Once we have received your application, the Exhibition Management Office will contact you to confirm your specifications and other details
- You must supply finalized advertisement data by the deadline indicated

Additional remarks: