

The Official Show Daily Publisher

Mechanical Requirements

Double Page Spread
Trim Size
283mm (H) x 432mm (W)

Bleed Size
289mm (H) x 438mm (W)

Live Area
254mm (H) x 410mm (W)

Gutter Area for Double Page Spread
Between words—6mm from spine

Full Page
Bleed Size
289mm (H) x 222mm (W)

Full Page
283mm (H) x 216mm (W)

Half Page Spread
127mm (H) x 400mm (W)

Gutter Area for Half Page Spread
Between words—6mm from spine

Half Page (Horizontal)
127mm (H) x 194mm (W)

Half Page
(Vertical)
254mm (H)
x
92mm (W)



LIMA '17

L A N G K A W I

THE OFFICIAL SHOW DAILY. BOOK YOUR ADVERTISEMENT SPACE TODAY!

21-25 MARCH 2017

Asian Defence Journal (ADJ), Asia's leading tri-services English language defence journal, is proud to be associated with Asia's most prestigious maritime and aerospace event which will be held on Langkawi Island, Malaysia from March 21 to 25, 2017.

ADJ has been appointed as the **Official Publication** for **LIMA'17**. We will publish the **LIMA'17 Show Daily**, known as **LIMA'17 Today**.

Advertising Rates

Tick the appropriate boxes

	1 Insertion	2 Insertions	3 Insertions
Double Page Spread	<input type="checkbox"/> €3,150	<input type="checkbox"/> €2,835	<input type="checkbox"/> €2,520
Outside Back Cover	<input type="checkbox"/> €2,450	<input type="checkbox"/> €2,200	<input type="checkbox"/> €1,960
Inside Front Cover	<input type="checkbox"/> €2,100	<input type="checkbox"/> €1,890	<input type="checkbox"/> €1,680
Inside Back Cover	<input type="checkbox"/> €1,925	<input type="checkbox"/> €1,730	<input type="checkbox"/> €1,540
Full Page	<input type="checkbox"/> €1,750	<input type="checkbox"/> €1,575	<input type="checkbox"/> €1,400
Half Page Spread	<input type="checkbox"/> €1,890	<input type="checkbox"/> €1,700	<input type="checkbox"/> €1,510
Half Page	<input type="checkbox"/> €1,050	<input type="checkbox"/> € 945	<input type="checkbox"/> € 840

Day 1 (March 21, 2017)

Day 2 (March 22, 2017)

Day 3 (March 23, 2017)

Total Booking Price:



Booking Form

Exhibiting Company: _____

Name: _____

Address: _____

Email: _____

Date: _____

Signature: _____

Fax this completed form to:

+60-3-7960-1152

Asian Defence Journal (ADJ), Asia's leading tri-services English language defence journal, is proud to be associated with Asia's most prestigious maritime and aerospace event which will be held on Langkawi Island, Malaysia from March 21 to 25, 2017.

ADJ has been publishing the show dailies since the LIMA series of exhibitions began in 1991. 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 LIMA'17. We will publish the LIMA '17 Show Daily, known as **LIMA'17 Today**.

Held every two years, the LIMA series of exhibitions have grown over the past 26 years to become one of the largest professional showcases for both military and security-related hardware and services in Asia. With total support from the Malaysian government, LIMA'17 is poised to become the most exciting venue for the global defence industry to showcase the vari-

ous state-of-the-art products and services.

ADJ will produce the **LIMA'17 Today** for the first three days of the show, distributing 9,000 copies throughout the duration of the exhibition at the show site and will be made available to all trade visitors, exhibitors, and government and military decision-makers who will be visiting the exhibition. The **LIMA'17 Today** Show Dailies are also available online at: www.adj.com.my.

These decision-makers will turn to **LIMA'17 Today** for an easy source of reference to the key products and companies that are being promoted at the exhibition as well as the key stories that **ADJ** will report each day.

For all advertisements published in **LIMA'17 Today**, the advertiser will be entitled to editorial coverage accompanying the said advertisement. Editorial material can be provided by the advertisers.



SHOW DAILY INFORMATION

Booking Deadline: **March 7, 2017**

Material Deadline: **March 14, 2017**

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 eg any graphics and fonts.

Closing Dates

The **LIMA'17 Today** Show Daily will be published for exhibitors and visitors during the first three days of the show. All advertising materials for the **LIMA'17 Today** Show Daily must be sent before **March 14, 2017**.

Accepted Digital Files

Files should be supplied as PDF, JPEG, TIFF or EPS 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 (eg no embedded RGB images and Pantone colours). **FTP site**—Material can be uploaded to our FTP site, please contact for details.

Terms and Conditions

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.

Please send your media materials to:

Production Department,

1203, 12th Floor, Block E, Phileo Damansara 1,
No 9, Jalan 16/11, 46350 Petaling Jaya, Malaysia.

Tel: +60-3-7960-1148. Fax: +60-3-7960-1152.

Email: william@shpmedia.com

To advertise, please contact:

Hans Keller keller@shpmedia.com