



♦ Asia Insurance Review ♦

Directory Advertisement Booking Form

All rates are nett in **US Dollars**. Please tick appropriate box.

Position		Insurance Directory of Asia	Reinsurance Directory of Asia
Year/Edition			
Premium Positions (full colour)	Sponsorship	<input type="checkbox"/> 17,500	<input type="checkbox"/> 12,500
	Gatefold	<input type="checkbox"/> 10,000	<input type="checkbox"/> 8,200
	Bookmark	<input type="checkbox"/> 6,500	<input type="checkbox"/> 5,800
	Outside Back Cover	<input type="checkbox"/> 6,500	<input type="checkbox"/> 5,800
	Inside Front Cover	<input type="checkbox"/> 5,500	<input type="checkbox"/> 4,500
	Inside Back Cover	<input type="checkbox"/> 5,000	<input type="checkbox"/> 4,200
	Facing Inside Front Cover	<input type="checkbox"/> 5,000	<input type="checkbox"/> 4,200
	Facing Inside Back Cover	<input type="checkbox"/> 4,100	<input type="checkbox"/> 3,500
	Facing Title Page	<input type="checkbox"/> 3,300	<input type="checkbox"/> 3,100
	Facing Contents Page	<input type="checkbox"/> 3,700	<input type="checkbox"/> 3,200
	Facing Foreword	<input type="checkbox"/> 3,100	<input type="checkbox"/> 2,700
	Facing Copyright Page	<input type="checkbox"/> 3,700	<input type="checkbox"/> 2,900
	Facing Preface / Users' Guide	<input type="checkbox"/> 3,100	NA
	Facing Index	<input type="checkbox"/> 2,900	<input type="checkbox"/> 2,700
Run-Of-Page Positions	Full Page Colour	<input type="checkbox"/> 2,700	<input type="checkbox"/> 2,500
	Full Page Black & White	<input type="checkbox"/> 2,050	<input type="checkbox"/> 1,900
	Half Page Colour	<input type="checkbox"/> 1,750	<input type="checkbox"/> 1,650
	Half Page Black & White	<input type="checkbox"/> 1,250	<input type="checkbox"/> 1,150
	Double Page Spread	<input type="checkbox"/> 4,900	<input type="checkbox"/> 4,500

Artwork Instructions

- ☐ Artwork enclosed.
- ☐ Artwork will be sent to you before _____ (date).
- ☐ Please use artwork from the previous edition of the same directory.
- ☐ Please use artwork from our advertisement in the Asia Insurance Review (month_____/year_____) and make reduction in size.
- ☐ Please use our company letterhead or complimentary slip as artwork making minor changes in layout as you deem fit.
- ☐ Please contact a professional layout artist to arrange artwork for us. We agree to pay for the costs thus incurred.
- ☐ Other instructions as to artwork

Cancellation of Bookings for Print Advertisements

All cancellations of advertisement bookings must be made in writing at least 21 days prior to publication date (1st day of the month) failing which administration charges of 25% of the advertisement rate will be imposed.

Artwork Specifications

Insurance Directory of Asia

- Full page (trimmed) 182 (W) X 257 (H) mm
- Full page (bleed) 188 (W) X 263 (H) mm
- Half page horizontal 152 (W) X 107 (H) mm

Reinsurance Directory of Asia

- Full page (trimmed) 149 (W) X 217 (H) mm
- Full page (bleed) 155 (W) X 223 (H) mm
- Half page horizontal 119 (W) X 88 (H) mm

For all bleed ads, please add 5 mm all round

Materials

PDF: CMYK; 300dpi; all fonts embedded; Acrobat compatibility.

Native layout file formats (both PC or Mac formats are acceptable):

InDesign/Pagemaker, Illustrator, QuarkXpress, Freehand (to be sent with linked files and fonts used, convert to paths, create outline, etc).

All linked graphics and pictures must be in CMYK before importing.

Graphics and pictures used must be in at least 300 dpi resolution at actual size.

Mac filenames must include the three-letter extension*, eg filename.ai, filename.jpg, filename.indd, filename.pdf, filename.qxd, etc. (*file extension may be two or four letters, depending on file format).

Name: _____

Designation: _____

Email: _____

Company: _____

Address: _____

Tel: _____ Fax: _____ Signature: _____ Date: _____