

Show Dates: Tue 25th – Thurs 27th September 2012

ASB Showgrounds, Greenlane, Auckland

FTPT SHOW GUIDE MEDIA KIT

The **FTPT Official Show Guide** is a comprehensive directory to the show and the exhibitors involved. 4000+ copies are distributed at the show to Visitors & Exhibitors, with many using it extensively during and after the event. Advertising in this essential marketing tool extends your involvement in the trade event and ensures you are front of mind before, during and long after the exhibition has ended.

2011 Advertising Rates	Booked with stand	Booked as a package Inc tracker & web logo link⁺
Outside Back Cover	\$3,325	\$3185 (save \$665)
Inside Front & Facing (DPS)	\$4,500	\$4020 (save \$1005)
Inside Front Cover	\$3,325	\$3185 (save \$665)
Inside Back Cover	\$2,375	\$2425 (save \$485)
Double Page Spread	\$3,320	\$3181 (save \$664)
Gatefold, wrap, onsert or insert	POA	POA
Full Page	\$1,705	<i>Platinum Package</i> \$1889 (save \$341)
Half Page	\$926	<i>Gold Package</i> \$1265 (save \$186)
Quarter page	\$462	<i>Silver Package</i> \$905 (save \$95)
Logo placement above listing in Guide	\$250	n/a
New Product Showcase	\$299	\$199 if purchased with a pkg
Web logo link	\$175	n/a

⁺**Visitor Data Scanner:** \$350+gst each when purchased separately. A Visitor Data Scanner is used for electronically recording your visitors and providing an automatic database for efficient follow-up.

Booking Deadline: 10 August 2012

Material Deadline: 24 August 2012

Value of the Official Show Guide ★

We produce **4000+ copies** of the FTPT show guide, which are available **Free of Charge** to all visitors on arrival at the event. **55% of Visitors** will keep the Official Show Guide to contact exhibitors after the Exhibition. **49%** will keep it as a reference for more than 5 months. And **76% of visitors** said they will share the magazine with more than 1 colleague back in their place of business (**31%** will share it with more than 4 colleagues!)

★ Statistics based on survey results from FTPT 2010.

DIGITAL ARTWORK SPECS

We would prefer to receive all advertising material as complete art in a digital format.

Acceptable Software - Photoshop version CS, Illustrator version CS, Adobe Acrobat 6, Microsoft (TEXT FILES ONLY). All files supplied must show crop marks and bleed, especially Acrobat PDF. Please provide all fonts and links with all documents. If using Illustrator, please convert all fonts to paths. Files can be supplied on CD or by e-mail. Please include a colour proof. If supplying by email there is a maximum file size of 5MB, send to jasmine@xpo.co.nz clearly marked for inclusion in the FTPT Show Guide.

Unacceptable software – Pagemaker, Corel Draw, Publisher, Powerpoint, Microsoft Excel, Microsoft Word (other than plain text).

Resolution - Minimum of 300 dpi.

Placement - Please note, whilst we aim to position your advertisement as close as practical to your listing, we cannot guarantee the placement location of your advertisement.

New Product Showcase – max 100 words, image minimum of 300dpi at 60x60mm (please note our designer may crop images to suit, layout is at the discretion on XPO Exhibitions Ltd)

Fonts - All text must be converted to paths/outlines or fonts must be supplied with the file. Please provide all fonts and links with all documents, if using Illustrator; please convert all fonts to paths. Files can be supplied on CD or by e-mail.

Colour - All colour documents must be set up in CMYK (cyan, magenta, yellow and black). Any documents using spot colour, colour must be converted to CMYK. PDF proofs and Xerox laser proofs are not 100% colour accurate and whilst XPO and its production house take all care in terms of colour accuracy and colour reproduction, actual printed results may vary.

Proofing - Please be aware the advertiser is responsible for checking the accuracy of the information contained in the PDF or xerox laser proof version of the advertisement and approving material for production.

Spelling - A spell-check must be done on the initial file or document before it is e-mailed or sent to the publisher.

Dimensions (width x height)

Double page spread

- Bleed size: 426mm x 303mm
- Trim size: 420mm x 297mm
- Type area: 410mm x 287mm

½ page (horizontal)

- Trim size: 180mm x 130mm

¼ page (vertical only)

- Trim size: 85mm x 130mm

Full page

- Bleed size: 216mm x 303mm
- Trim size: 210mm x 297mm
- Type area: 200mm x 287mm

½ page (vertical)

- Trim size: 85mm x 270mm

Gatefold - Specs provided on application

New Product Showcase – 100 words per insertion, 1 picture per insertion (only 1 product per insertion)

Advertisement Production Service

Should you require your advert designed/produced this can be done by our in-house Graphic Designer at a flat rate of **\$250 for a ¼ or ½ page advert / \$350 for a Full Page advert**. This is based on high resolution digital images/photos and copy supplied. This pricing may vary if an advert requires considerably more time/work to produce. Prices exclude GST. **Contact:** Jasmine Matthews (jasmine@xpo.co.nz) or you can telephone her on +64 9 976 8374.

ADVERTISING BOOKING FORM

If you would like to order advertising in the **FTPT 2012 Official Show Guide**, please fax this form back to **+64 9 379 3358**

Yes, I would like to book advertising in the FTPT 2012 Official Show Guide (please tick as applicable):

	Standalone	With Package	
Outside Back Cover	<input type="checkbox"/>	<input type="checkbox"/>	
Inside Front & Facing (DPS)	<input type="checkbox"/>	<input type="checkbox"/>	
Inside Front Cover	<input type="checkbox"/>	<input type="checkbox"/>	
Inside Back Cover	<input type="checkbox"/>	<input type="checkbox"/>	
Double Page Spread	<input type="checkbox"/>	<input type="checkbox"/>	
Gatefold, wrap, onsert or insert	<input type="checkbox"/>	<input type="checkbox"/>	
Full Page	<input type="checkbox"/>	<input type="checkbox"/>	<i>Platinum</i>
Half Page	<input type="checkbox"/>	<input type="checkbox"/>	<i>Gold</i>
Quarter page	<input type="checkbox"/>	<input type="checkbox"/>	<i>Silver</i>
Logo placement above listing in Guide	<input type="checkbox"/>	<input type="checkbox"/>	
New Product showcase	<input type="checkbox"/>	<input type="checkbox"/>	
Web logo link	<input type="checkbox"/>	<input type="checkbox"/>	
Artwork production service	<input type="checkbox"/>	<input type="checkbox"/>	

\$250 / \$350 Circle as appropriate

Charge to:

Company Name: _____

Stand#: _____

Contact Name: _____

Street Address: _____

Postal Address: _____

State/Country: _____

Postcode: _____

Telephone: _____

Facsimile: _____

Email: _____

Customer booking authorisation: I, the undersigned, confirm that I am an authorised representative of the company listed above and have the authority to sign this order form on behalf of the company/advertiser.

SIGNED: _____

POSITION: _____

NAME: _____

DATE: _____

XPO CONTACT DETAILS

Post: PO Box 9682, Newmarket, Auckland 1149

Physical: L1, 99-107 Khyber Pass Road, Grafton, Auckland 1023

Tel: +64 9 976 8300 **Fax:** 64 9 379 3358 **Email:** vicki@xpo.co.nz