



Chinaplas® 2010 Official Show Newspaper
国际橡塑展 2010

Your Best Pre-Show & Onsite Promotion

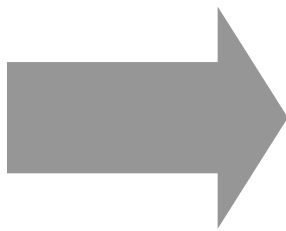
Published by: "China Plastic & Rubber Journal" (CPRJ) – Adsale Publishing Ltd
Supported by: Adsale Exhibition Services Ltd

Being the OFFICIAL Publication of CHINAPLAS, *CHINAPLAS Show Newspaper* is the most impactful and direct onsite promotional channel, with 3 editions designed to reach all visitors of CHINAPLAS:



Distribution

Total : 90,000 copies (For 3 Editions)



60,000 copies	Visitor registration counters, on-site info kiosks, newspaper stands at the main entrances
18,000 copies	Direct mailing to key prospective visitors before the show
6,000 copies	VIPs at opening ceremony & receptions of selected hotels nearby the exhibition halls
3,000 copies	Key Chinese supporters & officials
3,000 copies	Concurrent conferences / seminars during the exhibition

Content (Simplified Chinese with English Abstract)

Chemical & Raw Materials	Machinery & Equipment	Chinese Suppliers
<ul style="list-style-type: none"> Overview & future development of chemical & raw materials in the industry A full list of key chemical & raw materials suppliers & exhibit highlights 	<ul style="list-style-type: none"> Overview & future development of machinery & equipment in the industry A full list of key machinery & equipment suppliers & exhibit highlights 	<ul style="list-style-type: none"> Floor plans of exhibition halls Introduction & schedule of technical seminars
<ul style="list-style-type: none"> CHINAPLAS 2010 Visitor Guide 		<ul style="list-style-type: none"> Exhibitors & exhibits highlights
<ul style="list-style-type: none"> Introduction of scenic spots, hotels & restaurants 		<ul style="list-style-type: none"> Introduction of hotels & restaurants

Advertising Rate
(For Chemical & Raw Materials AND Machinery & Equipment Editions ONLY)

AD. TYPE	AD. SIZE (Height x Width)		Rate (US\$)
	Non-bleed	Bleed	
Front Cover (Junior Page)	248 X 185mm	--	6,050
Inside Front (Full Page)	360 X 265mm	386 X 291mm	5,800
Facing Inside Front (Full Page)	360 X 265mm	386 X 291mm	5,800
Inside Back (Full Page)	360 X 265mm	386 X 291mm	5,800
Back Cover (Full Page)	360 X 265mm	386 X 291mm	6,500
Back Cover (Junior Page)	248 X 185mm	--	5,020
Back Cover (Half Page)	Vertical: 360 X 125mm	386 X 145mm	3,700
	Horizontal: 175 X 265mm	193 X 291mm	
Spread	360 X 550mm	386 X 576mm	11,000
Full Page	360 X 265mm	386 X 291mm	5,500
Junior Page	248 X 185mm	--	4,180
Half Page	Vertical: 360 X 125mm	386 X 145mm	3,080
	Horizontal: 175 X 265mm	193 X 291mm	
1/3 Page	Vertical: 360 X 95mm	--	2,500
	Horizontal: 120 X 265mm	--	
1/4 Page	175 X 125mm	--	1,540
1/4 Vertical Bar	360 X 60mm	--	
1/4 Horizontal Bar	87.5 X 265mm	--	
1/8 Horizontal Bar	45 X 265mm	--	858
1/8 Page	87.5 X 125mm	--	
1/8 Page Showcase	150 X 60mm	--	598
Booth Indicator	40 X 55mm	--	300
[Advertorial] Full Page	360 X 265mm	--	2,750
[Advertorial] Junior Page	248 X 185mm	--	2,090
[Advertorial] Half Page	Horizontal: 175 X 265mm	--	1,540
[Advertorial] 1/4 Page	175 X 125mm	--	770

Booking Deadline: 9 March 2010 ● **Ready for Print File Deadline: 16 March 2010**

Remarks

- Size of Show Newspaper: 380mmH x 285mmW
- The above rates do not include film-making cost
- B/W, 2C and 4C Ad will be charged at the same rate
- Spot color will be charged at additional US\$800 / color

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