

**FORM 9
(OPTIONAL)**

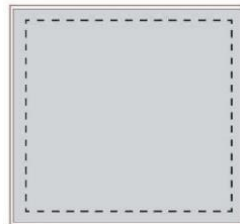
SHOW DIRECTORY ADVERTISEMENT

Deadline
19th Jan 2018



**SHOW DIRECTORY
ADVERTISEMENT
ARTWORK
GUIDELINE**

Advertisement (Print)



FULL PAGE

TRIM SIZE : 190mm (w) x 189mm (h)
BLEED SIZE : 196mm (w) x 195mm (h)
TEXT AREA : 170mm (w) x 169mm (h)



DOUBLE PAGE SPREAD

TRIM SIZE : 380mm (w) x 189mm (h)
BLEED SIZE : 386mm (w) x 195mm (h)
TEXT AREA : 360mm (w) x 169mm (h)

**MATERIAL
REQUIREMENTS
PRINT**

FILE FORMAT

- All digital files submitted to **EFE Show Directory 2018** must:
 - Be in **PDF format version 1.3 or higher**.
 - Have embedded fonts above **8 points**. Not artificially stylised.
 - All images must be in **CMYK format under FOGRA 27L color profile**. Images in RGB format are **NOT ALLOWED**.
 - Be no more than **300% ink weight**.
 - Be the correct advertisement size with a **3mm bleed** included.

FONTS

All submitted fonts (for digital files) must be for **MAC OS** (no PC fonts). Illustrator and Freehand files should have all fonts converted to paths/outlines.

SPREADS

Advertisers using facing pages as a spread may extend matter to the centerfold line on each side. However, there is no guarantee of precision of folding in all copies.

Design must be in Vertical ***

PERFECT BOUND & TRIM BOOKLET

Clearance for EFE Show Directory should be a minimum of 6mm due to this space being visually lost in the spine. Please note, in case text runs across a DPS, text must be at least 10mm away from the gutter on both sides. The text area also needs to be at least 5mm away from the outer trim area. Do not place essential information in this critical gutter area if possible.

**FORM 9
(OPTIONAL)**

SHOW DIRECTORY ADVERTISEMENT

**Deadline
19th Jan 2018**

This form is to be returned on or before 19th Jan 2018 to:-

EFE Expo Sdn Bhd (667878-H)

8trium, Menara 1, M1-16-05, Jalan Cempaka SD 12/5, Bandar Sri Damansara, 52200 Kuala Lumpur, Malaysia.

Tel: +603 6270 9332 Fax: +603 6270 9331 E-mail: operations@efe.my Attn: Operations Department

Company Name:	
Authorised Personnel:	Designation:
Telephone:	Facsimile:
Email:	Booth No:

An essential sourcing guide that provides comprehensive list of all exhibitors and products to all the buyers in the industry. 10,000 copies to be distributed to the trade visitors, embassies, government bodies, VIP guests and trade associations.

ADVERTISEMENT POSITIONS	RATES (FULL COLOR)	TICK (√)
Back Cover	RM 3,700 / USD 925	
Inner Front Cover Page	RM 2,700 / USD 675	
Inner Back Cover Page	RM 2,700 / USD 675	
Inner Page 1	RM 2,700 / USD 675	
Inner Last Page	RM 2,700 / USD 675	
Inner Page- Loading (Selected Page)	RM 1,700 / USD 425	
Inner Page- Run-of-Page (ROP)	RM 1,000 / USD 250	
Sub-Total		
6% GST		
Grand Total:		

*** Rates quoted exclude artwork design fee. Design fee will be charged at RM 800 / USD 200 by professional designer.**

Note:

Ad Specifications

Files must be CMYK and should be 300 DPI at 100% saved in high resolution Illustrator, PDF, and PSD, TIFF or EPS format with approximately file size of 6 – 10MB. Font and image should be outlined and embedded.

Artwork Submission

All the artwork can be submitted through the following accepted media **on or before 19th Jan 2018:**

- Storage media: CD-ROM, DVD-ROM, Flash Drive.
- File Hosting Website: sendspace.com, yousendit.com

Cancellation Policy

In no case, the organizer will entertain cancellation request made by the advertiser / exhibitor. Payment once made will not be refunded in any case.

Payment

All payments (cheque / bank draft / telegraphic transfer) are to be in favor of **EFE Expo Sdn Bhd** and **MUST** accompany this Order Form. All bank charges must be borne by the remitter.

Name of Account : EFE Expo Sdn Bhd
 Account No. : 5643-9711-3503
 Name & Address of bank : Malayan Banking Berhad
 Jalan Tanjung SD 13/1, Bandar Sri Damansara, 52200 Kepong, Kuala Lumpur
 Swift Code : MBBEMYKL