

Sibos 2009 Hong Kong | Media kit

> Advertising opportunities in the official Sibos publications

There are only four official Sibos publications which will benefit from the official channels of distribution. They are therefore the only publications guaranteed to reach every participant!

Please note:

Advertising space is limited in all the official Sibos publications.

Sibos official exhibition guide

Format: A5, full colour

Print run: 8,500

Distribution: included in the official delegate kit distributed on registration. Also handed out to day-pass visitors

Advertising: exclusively available to exhibitors. Full page only.

Advertising rates: 5,500 €
Cover positions +15%
Guaranteed position +10%

Booking and advertising material deadline: 10 July 2009

Sibos Issues

The official daily newspaper of Sibos

Format: A3 black/white only

Print run: 7,000

Five editions in total: Monday (including pre-edition) to Friday inclusive editions.

Distribution: Pre-edition is mailed out to all participants three to five weeks prior to Sibos and is part of the official delegate's kit handed out to participants on registration. Tuesday to Friday editions are produced and published on-site and are widely available to all participants each morning in the official hotels and at the conference centre.

Advertising: available to the SWIFT community including Sibos exhibitors. Black/white advertisements only.

Advertising rates:

Cost per insertion	1 insert	3 inserts	5 inserts
Full page	10,200 €	8,670 €	7,650 €
Half page horizontal	6,000 €	5,100 €	4,500 €
Quarter	3,800 €	3,230 €	2,850 €
Cover positions +15% Guaranteed position +10%			

Booking and advertising material deadline: 24 July 2009 (Pre-edition), 14 August 2009 (Tuesday-Friday editions)

SWIFT@Sibos

Daily, SWIFT-focused publication

Format: A4, full colour

Frequency: 5 editions (Monday 14 September – Friday 18 September inclusive).

Distribution: On press racks in Sibos welcome lounge and on the SWIFT stand. This will contain coverage of all of the SWIFT sessions in the conference programme as well as all signings that happen on the exhibition floor and are directly related to SWIFT.

Advertising: opportunities in SWIFT@Sibos are offered to all SWIFT customers and partners.

Advertising rates: from 1,900 € (see order form)

Deadlines for booking and advertising material: 21 August 2009 (Monday edition), 4 September 2009 (Tuesday-Friday editions)

Sibos 2009 website

> Only 7 advertisements will be sold

Type: Web advertisement.

Advertising: These advertisements will stay on the home page for a full year.

Traffic: 60,000+ visits per year

Advertising rates: 7,500 €

Deadline: Booking by 26 June 2009; Jpeg delivered by 10 July 2009

Mechanical Data

Artwork should be supplied as a press-optimised / high-resolution PDF file. All images should be CMYK at 300dpi and all fonts should be embedded. If your artwork contains transparencies, these should be flattened before creating the PDF to avoid unpredictable results.

We do not specify type area but recommend that you avoid placing text or important graphics within 12mm of the page edge. For a bleed advertisement, please add 3mm all round and add crop marks only (no registration or bleed marks).

Important: Spot colours. Please be very sure to check that all spot colours used in your artwork – including those contained within eps files, such as company logos – have been correctly converted to CMYK process colours before creating your PDF.

Whilst we endeavour to check all artwork before going to print, we cannot guarantee predictable results from incorrectly processed PDF files.

Sending your file(s): Artwork can be sent via email or by post on a CD-Rom. Where time permits, we prefer to receive a full colour proof by post along with your artwork.

Advertising in the official Sibos publications is sold on behalf of SWIFT by: Publishing Events Ltd, 2nd Floor, Chapel House, 18 Hatton Place, London EC1N 8RU, UK, Tel: +44 (0)20 7841 5960

Please send your files to Michelle Yeomans
Email: m.yeomans@publishingevents.com | Tel: +44 (0)20 7841 5961

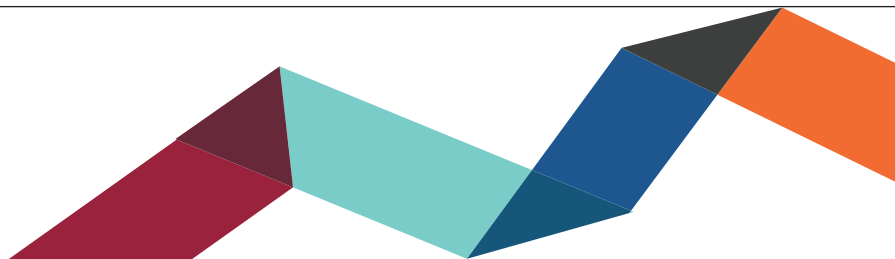
Opportunities are also available in the SWIFT quarterly publication, **Dialogue**. For more details, please contact us.

For further information and to reserve your space please contact:

Kerrisue Morrey

Email: sibosmedia@publishingevents.com
Tel: +44 20 7841 5963





Sibos 2009 Hong Kong | Advertising booking form

To book now, just fax back to +44 20 7404 9033

Contact: Kerrisue Morrey, sibosmedia@publishingevents.com, Tel: +44 20 7841 5963, Fax: +44 20 7404 9033, Publishing Events Ltd, 2nd Floor, Chapel House, 18 Hatton Place, London EC1N 8RU, UK

Contact details:

Advertiser (company):

Contact:

Title:

Address:

City:

ZIP/postal code:

Country:

Tel:

Email:

Please tick the appropriate box(es) below for the advert(s) you wish to place:

All prices below are in Euros and exclude VAT

> Sibos issues (price per insert)

Table with columns for 1 insert, 3 inserts, 5 inserts and rows for Full page ad, Half page ad, Quarter page ad.

Cover positions +15% Guaranteed positions +10%

> Sibos exhibition guide: Full page ad

Cover positions +15% Guaranteed positions +10%

> SWIFT@Sibos (price per insert)

Table with columns for 1 insert, 3 inserts, 5 inserts and rows for Full page ad, Half page ad, Quarter page ad.

Cover positions +15% Guaranteed positions +10%

> Advertisement on www.sibos2009.com: Advertisement

Total amount: €

I agree to the terms and conditions for advertising in the Official Sibos publications

Date: Signature:

Advertising terms and conditions

Copy must be supplied by the copy deadline and must meet Publishing Events' standard technical formats. Full technical specifications available on request. In the event of copy not being supplied by the deadline, or if in an incompatible format, the advertiser will be liable for the advertisement space cost. Full terms and conditions available on request. The placing of an order will be deemed as an acceptance of these conditions. UK Value Added Tax will be charged if applicable. To confirm your booking and guarantee your place in the publication, complete this form and send it back as soon as possible to Publishing Events. The signing of this form is deemed an acceptance of the advertising fee. You will be sent an invoice on publication. Payment terms for all bookings: accounts must be settled within 21 days of the date of the invoice. Publishing Events Ltd reserves the right to cancel this booking. If you have any further queries tel. +44 20 7841 5960 or email sibosmedia@publishingevents.com

Publishing Events Ltd is a SWIFT partner and selling advertising on its behalf.

