

SEPTEMBER 2004

**FREE EDITORIAL
ORDER FORM**

Deadline: 7th July 2004



wire China 2004 Show Issues

(FREE Editorial available to all Exhibitors at wire China 2004)

Company Name:

Address:

City:

State: Post Code: Country:

Tel number: Fax Number:

E-mail: Website:

STAND N° at wire China 2004:

(PLEASE, COMPLETE ALL OF THE ABOVE INFORMATION)

FREE Editorial Text (250 words maximum)

PLEASE SUBMIT TEXT IN ENGLISH WHENEVER POSSIBLE

If your company is participating at wire China 2004, you are invited to submit editorial text describing the products, materials or equipment you will be exhibiting or representing at this show (all editorial published in Wire & Cable ASIA will also be translated free of charge into Chinese). Please write in the space below or attach your editorial to this form and fax or mail to address below.

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Photograph enclosed

(Please print identity on reverse of photograph)

Being mailed

Being e-mailed

colour or b&w

JPG or TIF photos **only**

**Mail, fax or e-mail this form to Pascal Caudebec
Editor-in-Chief - EuroWire + Wire & Cable ASIA**

INTRAS Ltd

46 Holly Walk, Leamington Spa
Warwickshire CV32 4HY, UK

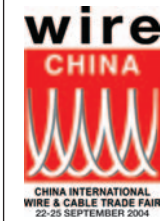
Tel: + 44 1926 334137 - **Fax:** +44 1926 314755

E-mail: pascal@intras.co.uk - **Website:** www.read-euowire.com • www.read-wca.com

All material must arrive BEFORE 7th JULY 2004



**FOR DEADLINES SEE BELOW
(EARLY BOOKING RECOMMENDED)**



**wire China 2004
Show Issues**
22 - 25 September 2004
Shanghai - P.R China

Exhibiting or not, make sure that your advertisement is included in the wire China 2004 special Show Issues. Copies will be available freely from our stand at the show (see reverse for advertising rates).

Our advertisement order is as follows (Please select one or both magazines):

Wire & Cable ASIA

EuroWire

Space:..... Full Page Island Half Page Half Page
 Quarter Page Single Column Display Panel
 Double Page Spread Single/Double Sheet Insert

N° of Insertions: -----

Colour:..... Black/White Standard Red or Blue
 Four Colour Special Colour

Special Position:..... **SOLD OUT** Front Cover **SOLD OUT** Inside Front/Back Cover
 SOLD OUT Outside Back Cover **SOLD OUT** Page 1

Our Stand N° at wire China 2004 is:..... (if applicable)

Advertiser:
 Company Name:
 Address:
 City:
 State: ZIP:..... Country:
 Tel number: Fax Number:
 E-mail: Website:
 Signature: Date:

Mail or fax this order to:

INTRAS Ltd
 46 Holly Walk, Leamington Spa
 Warwickshire CV32 4HY, UK
 Tel: ++ 44 1926 334137
 Fax: ++44 1926 314755
 E-mail: paul.b@intras.co.uk

**All advertisement orders and material must be received at our offices
before the final closing date of 12th July 2004 (Early booking recommended)**



ADVERTISEMENT RATES

Rates	x1	x3	x6
Full Page	\$2090	\$1865	\$1655
Half Page	\$1335	\$1185	\$1055
Single Column	\$1245	\$1100	\$980
Quarter Page	\$875	\$775	\$695
Display Panel	\$430	\$380	\$335

Colour Rates

Standard Colour (red or blue)	\$330
Special Colour	\$385
Four Colour	\$715
Facing Matter (plus space charge)	\$275

Display Special Positions

Front Cover (full colour inclusive)	\$4400
Outside Back Cover (2 or 4 colour)	\$3245
Inside Covers (plus colour charge if required)	\$2750
(DPS) Double Page Spread (full colour)	\$4950
Single Sheet Insert	\$1760
Double Sheet Insert	\$3245
Page 1 (full colour inclusive)	\$3740
Page 3 (plus colour charge)	\$2915
Facing Editorial (plus space charge)	\$275
Display / Showcase Panels (black / spot / full colour)	\$430

Semi Display / Classified Rates – (prepaid only)

Semi Display \$27.00 per column centimetre (minimum 2cm)
Column Width 55mm Box Numbers \$10.00

Production Details

Format A4 297mm deep x 210mm wide (trim size)
Binding Perfect Bound

Type Area – Advertisements

Full Page Bleed 303mm Deep x 214mm Wide (allowing for trim)
Full Page 260mm Deep x 180mm Wide
Half Page 125mm Deep x 180mm Wide
Half Page 260mm Deep x 87mm Wide
Single Column 260mm Deep x 55mm Wide
Quarter Page 125mm Deep x 87mm Wide
Front Cover Panel Advertisement (full colour)
Type Area 210mm Deep x 180mm Wide
Back Cover same as full page type area or bleed size
Display / Showcase Panel 125mm Deep x 55mm Wide
Inserts: Supply minimum size 303mm Deep x 214mm Wide (allowing for trim) Paper weight 150gsm or over.



ADVERTISEMENT RATES

Rates	x1	x3	x6
Full Page	\$1560	\$1250	\$1135
Half Page	\$1140	\$915	\$825
Quarter Page	\$615	\$495	\$445
Display Panel	\$260	\$205	\$180

Colour Rates

Standard Colour (red or blue)	\$280
Special Colour	\$335
Four Colour	\$645
Facing Matter (plus space charge)	\$180
Bleed (plus space charge)	\$90

Display Special Positions

Front Cover (full colour inclusive)	\$3300
Outside Back Cover (2 or 4 colour)	\$2805
Inside Covers (plus colour charge if required)	\$1650
Facing Editorial (plus space charge)	\$190

Classified Rates – (prepaid only)

\$2.00 per word, minimum charge \$20.00
Box Numbers \$10.00
Semi Display \$25.00 per column centimetre (minimum 2cm)
Column Width 55mm

Production Details

Format A4 297mm deep x 210mm wide (trim size)
Binding Perfect Bound

Type Area – Advertisements

Full Page Bleed 303mm Deep x 214mm Wide (allowing for trim)
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Advertising Material – Electronic File Formats

You also can forward your printing material by e-mail

PDF documents: All fonts should be embedded, and all linked image files should be included. Only high resolution graphics should be used, minimum 300dpi. The PDF must be provided as complete 4-colour document (no colour separation accepted). Make sure that fonts are embedded. The file name (.pdf) should be a maximum of 8 characters in length.

JPEG/TIFF documents: Use high resolution graphics, minimum 300dpi. The file name (.jpg or .tif) should be max. 8 characters. Colour separations should be CMYK or RGB.

For all electronic files **ALWAYS SUPPLY A HARD COPY** of the finished item with the file, to compare against for errors. Microsoft PowerPoint (PPT) cannot be used. If advert is provided as a Word document, please provide text and photo separately. Pictures must be sent separately from the text in one of the above formats: either .pdf, .jpg, .tif - minimum size 12cm width, 300dpi.

IMPORTANT NOTICE: Any changes to existing advertising material will carry a minimum charge of US\$50. All changes must be made before the advertising closing date shown above. All artwork alterations are at the discretion of the editor.

INTRAS Ltd

46 Holly Walk • Leamington Spa • Warwickshire • CV32 4HY • UK • Tel: +44 1926 334137 • Fax: +44 1926 314755

E-mail: intras@intras.co.uk • Website: www.intras.co.uk

Website: www.read-eurowire.com • Website: www.read-wca.com

Website: www.wire-china.net