



Seatrade Cruise Global

2018

Advertising Opportunities



5–8 March 2018

Expo: 6–8 March 2018

Fort Lauderdale Broward County Convention Center

Fort Lauderdale, FL, USA



[f](#) [t](#) [in](#) #STCGlobal • For more information call us at +1 212-600-3260.

2018 INSERTION ORDER

Show Directory & Conference Program

In 2018, Seatrade Cruise Global will be combining the Show Directory & Conference Program Guide to maximize your presence to all of our attendees.

This guide is distributed to all attendees, including cruise lines, delegates, speakers, VIPS and press. This guide provides information about all suppliers and reference's the week's events and conference program.

ADVERTISING INSERTION ORDER

STANDARD POSITION:

- Full Page: US \$2,150 Half Page, Horizontal: US \$1,650 Half Page, Vertical: US \$1,650
 1/3 Page, Horizontal, US \$1,150

COVER POSITIONS:

- Inside Front: US \$3,400 Inside Back: US \$3,400 Outside Back: US \$4,000

TOTAL COST: \$ _____ US Dollars

NAME: _____ JOB TITLE: _____

COMPANY: _____

ADDRESS: _____

CITY: _____ STATE: _____ POSTAL CODE: _____

COUNTRY: _____ TEL: _____ FAX: _____

EMAIL: _____ WEBSITE: _____

SIGNATURE: _____



2018 INSERTION ORDER

Show Directory & Conference Program

SPECIFICATIONS & PRODUCTION REQUIREMENTS

PREFERRED MATERIALS:

Only electronic files will be accepted. Please include your name, company, phone number and description of materials being sent.

PRINT ADVERTISING:

Print materials are preferred in press-quality PDFs with all fonts embedded, bleed and crop included. Native artwork can be accepted in application within Windows CS5.5, with all fonts and links collected for print, zipped or compressed.

Convert all images/logos to CMYK and 300 dpi resolution. A press quality PDF proof must be included with the native file.

Note: Artwork that requires additional production or adjustments will be returned to the exhibitor/sender

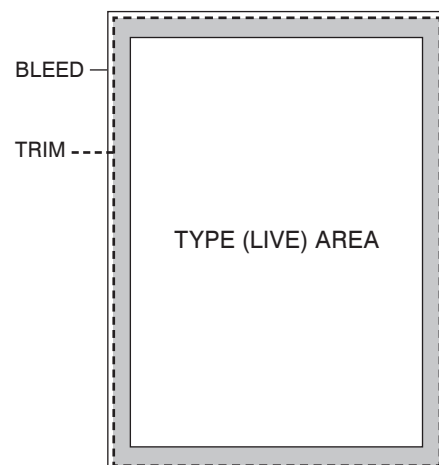
Show Directory Print Ad Specs (units width x height):

FULL PAGE AD:

| Full Page Trim Size | Live Area (.375" inside trim) | Bleed (add .125" outside trim) |
|---|---|---|
| 8.375" x 10.875" (212.725mm x 276.225mm) | 7.625" x 10.125" (193.675mm x 257.175mm) | 8.625" x 11.125" (219.075mm x 282.575mm) |

HALF PAGE AD:

| Half Page Horizontal No Bleed | Half Page Horizontal with Bleed |
|---------------------------------------|--|
| 7.25" x 4.5" (184mm x 114mm) | 8.625" x 5.563" (219.075mm x 14.3mm) |
| Half Page Vertical No Bleed | Half Page Vertical with Bleed |
| 3.53" x 9.3125" (89.5mm x 236.5mm) | 4.312" x 11.125" (109.53mm x 282.575mm) |



THIRD PAGE AD:

| Third Page Horizontal No Bleed |
|--------------------------------|
| 7.25" x 3" (184mm x 76mm) |

DELIVERY INSTRUCTIONS - AVOID DELAY:

Email your ad to: SCG18_E.0jyz46li8dexp5i7@u.box.com or click [here](#).

Please make sure to name the file with your exhibiting name.

For questions or concerns with specifications or delivery, please email marketing@seatrdecruiseglobal.com.

DEADLINES: Copy Material for all advertisements is required by **February 1, 2018**.

CANCELLATION: One month (30 days) prior to deadline. Any cancellations after the one-month deadline will still be billed for payment.

