



# Seatrade Cruise Global

## 2017 Advertising Opportunities



**13–16 March 2017**

**Expo: 14–16 March 2017**

Fort Lauderdale Broward County Convention Center  
Fort Lauderdale, FL, USA



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

# 2017 INSERTION ORDER

## Show Directory & Conference Program

In 2017, 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

#### 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: \_\_\_\_\_



Email your order to [marketing@seatrdecruiseglobal.com](mailto:marketing@seatrdecruiseglobal.com)



# 2017 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*

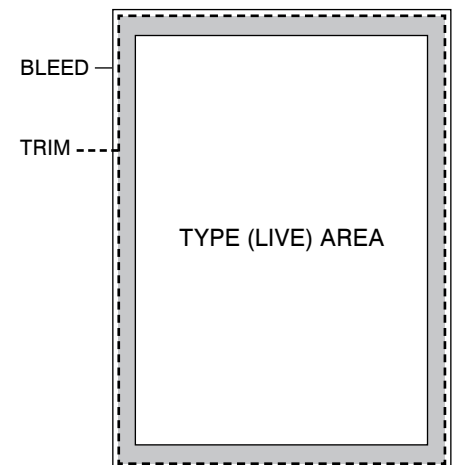
#### Show Directory Print Ad Specs (units width x height):

##### 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
8.375" x 5.4375" (212.725mm x 138.1125mm)	8.625" x 5.563" (219.075mm x 14.3mm)
Half Page Vertical No Bleed	Half Page Vertical with Bleed
4.187" x 10.875" (106.3498mm x 276.225mm)	4.312" x 11.125" (109.53mm x 282.575mm)



#### DELIVERY INSTRUCTIONS - AVOID DELAY:

Files under 5MB can be emailed to: [marketing@seatrdecruiseglobal.com](mailto:marketing@seatrdecruiseglobal.com)

Zip or compress non-PDF files into a single folder.

For files over 5MB in size, delivery is preferred via FTP.

Upload access only to Incoming folder:

Host: <ftp.ubmits.com>

Username: **VendUpld**

Password: **3Z9VS2hg**

*An FTP utility is required to upload.*

For questions or concerns with specifications or delivery, please email [marketing@seatrdecruiseglobal.com](mailto:marketing@seatrdecruiseglobal.com).

**DEADLINES:** Copy Material for all advertisements is required by **February 1, 2017**.

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



# 2017 INSERTION ORDER

## The Daily Magazine

Published daily, the Daily Magazine will highlight your time-sensitive announcements in one, two, or more issues!

The Pre-Show edition is distributed to all registered attendee digitally prior to the event. The daily issues, published Tuesday through Thursday, highlight news, products, and events of the day.

The Daily Magazine is distributed onsite throughout the venue and is available online at [www.seatradecruiseglobal.com](http://www.seatradecruiseglobal.com).

### ADVERTISING INSERTION ORDER

#### STANDARD POSITION:

- Full Page: US \$1,950                       Half Page, Vertical: US \$1,200  
 Half Page, Horizontal: US \$1,200       Third Page: US \$975

#### COVER POSITIONS:

- Back Cover: US \$2,500  
(Prices are per insertion, per day.)

#### PLEASE CHECK APPROPRIATE DAYS:

- Monday       Tuesday       Wednesday       Thursday

**TOTAL COST:** \$ \_\_\_\_\_ US Dollars

NAME: \_\_\_\_\_ JOB TITLE: \_\_\_\_\_

COMPANY: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ POSTAL CODE: \_\_\_\_\_

COUNTRY: \_\_\_\_\_ TEL: \_\_\_\_\_ FAX: \_\_\_\_\_

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#### The Daily Magazine Print Ad Specs (units width x height):

##### FULL PAGE AD:

Full Page Trim Size	Bleed (add .25")
8.5" x 11" (215.90mm x 279.40mm)	8.75" x 11.25" (222.25mm x 285.75mm)

##### FULL PAGE HORIZONTAL:

Half Page Horizontal Trim	Bleed (add .25")
8.5" x 5.5" (215.90mm x 139.70mm)	8.75" x 5.75" (222.25mm x 146.05mm)

##### HALF PAGE VERTICAL:

Half Page Vertical Trim	Bleed (add .25")
4.25" x 11" (107.95mm x 279.40mm)	4.5" x 11.25" (114.30mm x 285.75mm)

##### THIRD PAGE:

1/3 Page Trim	Bleed (add .25")
8.5" x 3.5" (215.90mm x 88.90mm)	8.75" x 3.75" (222.25mm x 95.25mm)

#### DELIVERY INSTRUCTIONS - AVOID DELAY:

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Zip or compress non-PDF files into a single folder.

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