

ASIAN DEFENCE JOURNAL

ADJ

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30 YEARS AS THE OFFICIAL SHOW DAILY



16TH DEFENCE SERVICES ASIA
EXHIBITION & CONFERENCE

16 - 19 APRIL 2018
KUALA LUMPUR, MALAYSIA

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30 YEARS AS THE OFFICIAL SHOW DAILY FOR DSA

Seen and Read by Decision-Makers at the Show

Asian Defence Journal (ADJ), Asia's leading tri-services English language defence monthly, is proud to be associated with DSA 2018. **ADJ** has been appointed as the **Official Publication** for DSA 2018 to be held at MITEC, Kuala Lumpur, Malaysia from April 16 to April 19, 2018.

ADJ has been publishing the show dailies since the DSA series of exhibitions began in 1988. This confirms **ADJ's** standing as the Number One defence and security-related publication in the Asia-Pacific region, and also the confidence of the organisers of DSA 2018. We will publish the DSA 2018 Show Daily, known as **DSA 2018 Today**.

DSA 2018 is the main professional showcase for state-of-the-art military hardware and services in Malaysia and in the Asia-Pacific region. With total support from the host government, DSA 2018 is an important venue for the global defence industry to showcase their various products and services.

ADJ will produce the **DSA 2018 Today** for all four days of the show, distributing 20,000 copies throughout the duration of the exhibition at the show site and will be made available to all trade visitors, exhibitors, and government and military decision-makers who will be visiting the exhibition. The **DSA 2018 Today** Show Dailies are also available online at: www.adj.com.my.

These decision-makers will turn to **DSA 2018 Today** for an easy source of reference to the key products and companies that are being promoted at the exhibition as well as key stories that **ADJ** will report each day.

For a full-page advertisement in **DSA 2018 Today**, advertisers will be entitled to editorial coverage accompanying the said advertisement. Editorial material can be provided by the clients or written and edited in-house.

Advertising Rates

4 Colour	1x	2x	3x	4x
Double Page Spread	€3,150	€2,835	€2,520	€2,360
Outside Back Cover	€2,450	€2,200	€1,960	€1,835
Inside Front Cover	€2,100	€1,890	€1,680	€1,575
Inside Back Cover	€1,925	€1,730	€1,540	€1,445
Full Page	€1,750	€1,575	€1,400	€1,315
Half Page Spread	€1,890	€1,700	€1,510	€1,420
Half Page	€1,050	€ 945	€ 840	€ 790

Terms & Conditions

Printing

Specifications

Printing: Offset sheetfed

Binding: Saddle Stitch

Important Points

- Colour files must be in CMYK.
- Use only listed file formats and ensure all components of the advert are supplied eg any graphics and fonts.

Mechanical Requirements

Double Page Spread
Trim Size 283mm (H) x 432mm (W)
Bleed Size 289mm (H) x 438mm (W)
Live Area 254mm (H) x 410mm (W)
Gutter Area for Double Page Spread Between words—6mm from spine

Full Page	Full Page
Bleed Size 289mm (H) x 222mm (W)	Trim Size 283mm (H) x 216mm (W)
Live Area 254mm (H) x 190mm (W)	Live Area 254mm (H) x 190mm (W)

Half Page (Horizontal)	Half Page (Vertical)
127mm (H) x 194mm (W)	254mm (H) x 92mm (W)

Half Page Spread
127mm (H) x 400mm (W)
Gutter Area for Half Page Spread Between words—6mm from spine

Closing Dates

The **DSA 2018 Today Show Daily** will be published for exhibitors and visitors during all four days of the show. All advertising materials for the **DSA 2018 Today Show Daily** must be sent before **April 9, 2018**.

Accepted Digital Files

Files should be supplied as PDF, JPEG, TIFF or EPS files (with a resolution of 300dpi in actual size). If fonts are not being supplied then only embedded fonts within the file will print successfully.

Transmission Methods

E-mail—Please ensure all files are in CMYK format and in actual size (eg no embedded RGB images and Pantone colours).

FTP site—Material can be uploaded to our FTP site, please contact for details.

Cancellations

The publisher will not accept any cancellations after the closing date.

Publisher's Right

The publisher reserves the right to refuse advertisements submitted for publication and/or to hold over any advertisements for later publication. Advertisers shall not be entitled to refunds or to invalidate any existing contract or contracts in the event of printer's errors unless such errors distort the meaning of the advertisement.

Storage

Digital file is stored for 2 years and then destroyed.

Please send your media materials to:

Production Department,

1203, 12th Floor, Block E, Phileo Damansara 1,
No. 9, Jalan 16/11, 46350 Petaling Jaya. Malaysia.

Tel: +60-3-7960-1148.

Fax: +60-3-7960-1152.

Email: william@shpmedia.com