

Size	1 issue	consecutive 5 issues	consecutive 11 issues
Front Cover Picture	<input type="checkbox"/> 39,000	not available	not available
Inside Front Cover	<input type="checkbox"/> 68,000	<input type="checkbox"/> 64,000	<input type="checkbox"/> 53,000 per issue
Inside Back Cover	<input type="checkbox"/> 63,000	<input type="checkbox"/> 59,000	<input type="checkbox"/> 50,000 per issue
Outside Back Cover	<input type="checkbox"/> 90,000	<input type="checkbox"/> 86,000	<input type="checkbox"/> 72,000 per issue
2 Page Spread	<input type="checkbox"/> 85,000	<input type="checkbox"/> 80,000	<input type="checkbox"/> 68,000 per issue
Full Page	<input type="checkbox"/> 55,000	<input type="checkbox"/> 52,000	<input type="checkbox"/> 44,000 per issue
Half Page	<input type="checkbox"/> 37,000	<input type="checkbox"/> 35,000	<input type="checkbox"/> 29,600 per issue
Third Page	<input type="checkbox"/> 32,000	<input type="checkbox"/> 30,000	<input type="checkbox"/> 25,600 per issue
Quarter Page	<input type="checkbox"/> 26,000	<input type="checkbox"/> 25,000	<input type="checkbox"/> 20,800 per issue
Stopper	<input type="checkbox"/> 7,300	<input type="checkbox"/> 6,900	<input type="checkbox"/> 5,800 per issue
Mini Ad	<input type="checkbox"/> 2,100	<input type="checkbox"/> 1,900	<input type="checkbox"/> 1,600 per issue
Listing in 'Exhibitions' section (Tel., email, www address, includes listing of up to 10 names in artists section and marker on map)	not available	not available	<input type="checkbox"/> 5,900 per year
Listing in 'Services' and 'Studio Artists' section	<input type="checkbox"/> 1,400	not available	<input type="checkbox"/> 12,000 per year
Website Advertising Online Ads	<input type="checkbox"/> 5,900	<input type="checkbox"/> 5,600	<input type="checkbox"/> 4,800 per issue

Prices exclusive of 7% VAT.

We wish to publish our advertisement as marked above to be included in the following issues of the Thailand Art & Design Guide:

2007	Jan	Feb	Mar	Apr	May/June	Jul	Aug	Sep	Oct	Nov	Dec
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2008	Jan	Feb	Mar	Apr	May/June	Jul	Aug	Sep	Oct	Nov	Dec
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

name _____

address _____

phone _____ web address _____

main email _____

invoice / proof to be emailed to _____

I have read and agree with the terms and conditions stated on the overleaf.

responsible person _____

date _____ signature & stamp _____

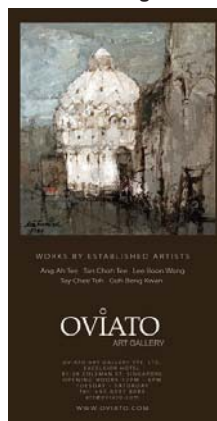
Front Cover Picture



2 Page Spread



Full Page



Half Page



Third Page, Stopper, Mini Ad



Dimensions (please see Specifications for creating your ad!)

The Thailand Art & Design Guide is a 115 x 210 mm publication.

The advertising dimensions are:

Front Cover Picture: 85 x 120 mm max. (width x height)

Inside Front Cover: 115 x 210 mm plus 3 mm bleed allowance on all sides, min. 5 mm safety margin for all critical text on top, bottom and left side, min. 10 mm safety margin for all critical text on right side

Inside Back Cover: 115 x 210 mm plus 3 mm bleed allowance on all sides, min. 5 mm safety margin for all critical text on top, bottom and right side, min. 10 mm safety margin for all critical text on left side

Outside Back Cover: 85 x 165 mm

2 Page Spread: 230 x 210 mm plus 3 mm bleed allowance on all sides

Full Page: 115 x 210 mm plus 3 mm bleed allowance on all sides, min. 5 mm safety margin for all critical text on top, bottom and right side, min. 10 mm safety margin for all critical text on left side

Half Page: 95 x 93 mm

Third Page: 95 x 60 mm

Quarter Page: 95 x 44 mm

Stopper: 95 x 20 mm

Mini Ad: 30 x 30 mm max

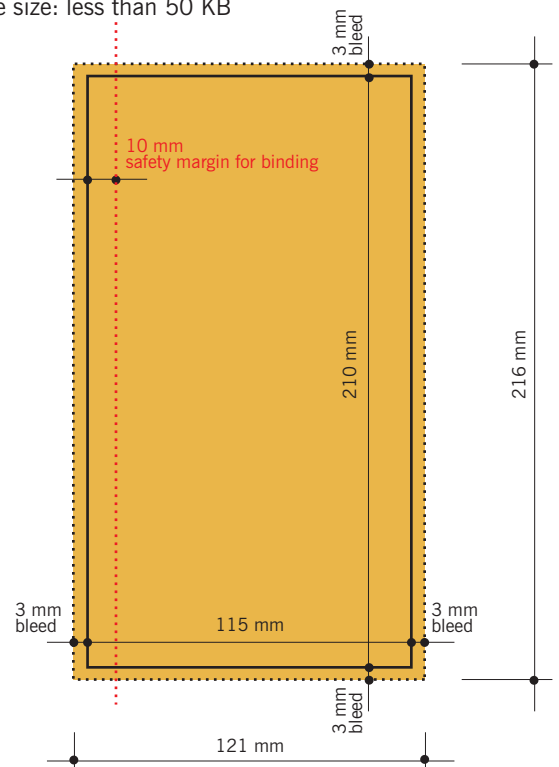
Listing in 'Exhibitions' section (Tel., email, www address, includes listing of up to 10 names in artists section and marker on map)

Listing in 'Services' and 'Studio Artists' section

Website Advertising: 125 px (width) x 200 px (height); file format: jpg, gif, swf; file size: less than 50 KB

Explanation for "Bleed" and "Safety Margin"

Sample: **Full Page Ad**



Specifications

All materials (artwork, pictures, text etc.) must be provided digitally.

For files created in Adobe Illustrator or any other vector based software: accepted file formats: pdf, eps, ai (CMYK) **text must be transformed into vector elements (outlines)**; please transform file into pdf format; embedded images must have a minimum resolution of 300 dpi (CMYK);

For files created in Adobe Photoshop or any other pixel based software: accepted file formats: jpg, tif, gif (CMYK) minimum resolution: - 300 dpi if file contains NO text or only big headlines
- 1200 dpi if file contains small text

The advertiser will be charged the cost for the work performed by Thailand Art & Design Guide staff to meet press requirements for printing (for instance camera work, scanning, typesetting, layout, file specifications for print etc.). Estimates on advertisement production costs are available upon request (max. 5 percent of the space rate).

The Thailand Art & Design Guide offers separately artwork services for advertisers at an additional charge of 5 percent of the space rate.



Thailand Art & Design Guide

Advertisement Conditions

For advertising information, please contact the Thailand Art & Design Guide, Rattana Gordon or Rene Daniels at rattana@thailandartanddesignguide.com or rene@thailandartanddesignguide.com or call +66 8 31987821 or +66 2 259 6118

Conditions

All prices and rates are subject to change without notice. The listed rates do not constitute an offer to sell advertising space. All ads are on a pre-paid basis unless credit terms have been approved. Payments by cheque should be made payable to Gowatersky Co. Ltd. The artwork must be provided by the advertiser. All orders are non-cancelable after the space closing date.

Positioning of advertisements is at the full discretion of the Publisher except when a request for a specific preferred position is acknowledged in writing by the Publisher. Upon approval, guaranteed placement will be agreed to in writing and 10 percent will be added to the space rate. The Thailand Art & Design Guide reserves the right to reject any advertisement for any reason. No ads will be run without a signed contract or insertion order. The Thailand Art & Design Guide will use the last ad run when materials arrive after the due date. It is the responsibility of the advertiser to have all ad materials in by the printed deadline for each issue. A minimum late charge of Baht3,500 per ad will be enforced on all late ads.

The Thailand Art & Design Guide reserves the right to make additional changes for ads involving difficult composition or major alterations to copy and layout. The Thailand Art & Design Guide will not assume responsibility for color matching.

In the event of an error, the Thailand Art & Design Guide's liability shall not exceed the cost of the space occupied by the error. The Publisher is not liable for delays in delivery or for non-delivery or any condition affecting production or delivery in any manner.

Special Rates

Advertisers purchasing ads on a continuous base will receive a discount: i.e. 5 percent for 5 consecutive issues or 20 percent for 11 consecutive issues (one year).