

Application and Contract for Advertising

World Library and Information Congress 2006

72nd IFLA General Conference and Council, Seoul, Korea, 20-24 August 2006

Company name	
Contact person	
Address	
Zip & City	
Country	
Phone	
Fax	
E-mail	
VAT-number	<input type="checkbox"/> No <input type="checkbox"/> Yes:

Advertisement	Price in Euro
<input type="checkbox"/> IFLA Express issue 1 & 2 (electronic)	
<input type="checkbox"/> full page	Euro 1,500
<input type="checkbox"/> ½ page	Euro 1,000
<input type="checkbox"/> ¼ page	Euro 750
<input type="checkbox"/> inside back cover	Euro 1,750
<input type="checkbox"/> inside front cover	Euro 1,750
<i>(electronic version only, sent to 7,000 addresses in January and May)</i>	
<input type="checkbox"/> IFLA Express on site(5 issues) (black & white)	
<input type="checkbox"/> full page	Euro 8,500
<input type="checkbox"/> ½ page	Euro 7,000
<input type="checkbox"/> ¼ page	Euro 5,000
<input type="checkbox"/> inside back cover	Euro 10,000
<input type="checkbox"/> inside front cover	Euro 10,000
<i>(printed version 2,500 copies during conference)</i>	
<input type="checkbox"/> Final Programme (two colour)	
<input type="checkbox"/> inside front cover	Euro 2,500
<input type="checkbox"/> outside back cover	Sold
<input type="checkbox"/> inside back cover	Euro 2,500
<input type="checkbox"/> full page advertisement	Euro 2,000
<input type="checkbox"/> ½ page advertisement	Euro 1,500
<i>(printed version 3,000 copies during conference)</i>	
<input type="checkbox"/> Exhibitors Directory (two colour)	
<input type="checkbox"/> inside front cover	Euro 2,500
<input type="checkbox"/> full page advertisement	Euro 1,500
<input type="checkbox"/> inside back cover	Euro 2,500
<input type="checkbox"/> ½ page advertisement	Euro 1,500
<input type="checkbox"/> outside back cover full page	Euro 3,500
<input type="checkbox"/> logo stopper	Euro 500
<i>(Grab readers' attention as they scan the page. Your company logo is featured next to your exhibit listing)</i>	
<input type="checkbox"/> bold listing	Euro 250
<i>(Your company listing is highlighted in bold text)</i>	
<input type="checkbox"/> Insert in delegates bag	Euro 3,000
<i>(3,000 bags for inserts)</i>	
Total amount in Euro	Euro _____

IFLA Express - IFLA Express is the WLIC Congress newsletter, and is distributed to a mailing list of 7,000 in the whole world. Two issues of IFLA Express will appear before the Congress; five issues will be distributed as a daily newspaper during the WLIC Congress itself.

Issues 1 & 2

Issue 3 to 7

Format:	electronic version only	printed newsletter
Distribution:	7,000 addresses	2,500 delegates
Distribution dates:	January & May 2006	20 -24 August 2006 (onsite)
Deadline ad material:	1 December '05 & 1 April 2006	15 May 2006

Exhibitors Directory

Format:	printed exhibitor's catalogue
Distribution:	4,500 delegates
Distribution date:	20 - 24 August 2006 (onsite)
Deadline ad material:	15 May 2006

Insert in delegates bag - A leaflet can be inserted in all congress bags after approval of the organisers.

Deadline material: 1 August 2006
 Delivery: Seoul, Korea
(No. of copies and shipment address will be sent to you in due course)

Payment

All prices are excluding VAT, if applicable. Payment should be remitted, before the deadline for your ad material has passed, in EURO to CONGREG HOLLAND BV: ABN AMRO Bank, Vijzelstraat 68 & 78, Amsterdam, The Netherlands, account number 49.46.87.754 of WLIC2006, BIC: ABNANL2A, IBAN: NL54ABNA0494687754, with reference: company name and 'Advertisement WLIC2006'.

Rules and regulations

- All signed agreements are firm. No cancellations are accepted.
- Art files, layout files and fonts need to be provided on a CD-ROM. Files smaller than 2MB can be emailed to WLIC2006@congrex.nl, with the subject line listing the publication name and advertiser name.
- Proofs must be supplied for all ad materials. Without an accurate colour proof, the publisher cannot be held responsible for the outcome of the colour.
- Advertising materials will not be returned after publication.
- Publisher is not responsible for the final reproductive quality of any materials provided to publisher that do not meet the defined specifications of this publication.
- Deviations from these standard guidelines may require additional time or costs, and/or sacrifice reproduction predictability.

Signature: _____

Name: _____ Date: _____

Please return this contract and send ad materials and correspondence to:

WLIC/IFLA Congress Secretariat

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1000 AH Amsterdam	E-mail: wlic2006@congrex.nl
The Netherlands	http://www.ifla.org