



Your total communication package

Increase your visibility as exhibitor and combine one of the easyFairs trade fairs with presentation in Industrie Technisch & Management.

What do we have to offer you?

As an exhibitor at one of the easyFairs trade fairs, you can now take advantage of our exceptional package offer:

• Visibility in our media:

- **Combination 2x 1/4 page ad + Technical Solution (1/2 page ad + 1/2 neutral editorial text about your solution to a market demand)* €2.500**

Text length 2,000 characters (+1 illustration or photo):

- Title – max 20 characters
- Subtitle – max 45 characters
- Introduction – max 400 characters: brief description of the problem and the solution offered, brief description of advantages over the existing solutions offered by competitors
- Text – max 1,500 characters: 3 pieces of each 500 characters with subheads (max 45 characters per subhead). Each of these provides a brief description of a part of the solution or one of its advantages
- 1 photo – min 300 dpi

- **Combination 2x 1/4 page ad + Technical Solution (1/1 page ad + 1/1 neutral editorial text about your solution to a market demand)* €3.800**

Text length 4,500 characters (+1 illustration or photo):

- Title – max 40 characters
- Subtitle – max 90 characters
- Introduction – max 800 characters: brief description of the problem and the solution offered, brief description of advantages over the existing solutions offered by competitors
- Text – max 3,000 characters: 3 pieces of each 1,000 characters with subheads (max 45 characters per subhead). Each of these provides a brief description of a part of the solution or one of its advantages

The print advertisement will be placed in a specific section, 'advertorial corner'. In this way, the link is made to the trade fair and the various exhibitors and the reader can also more easily find the information.

* The purpose of the formula "Technical Solution" is to present your specific specialities (techniques, products and business solutions) to the reader within an editorial context. Each "Technical Solution"-advertiser has the opportunity to provide a basic informative text to the editors and takes out advertising space in accordance with the size of his personal contribution. The rule of 50% ad + 50% neutral editorial text applies here. If desired, and in consultation with you, the editors will revise your editorial text. Roularta will provide the lay-out for the editorial piece according to the ITM-style



Materialaal

All material-related and additional technical details are available on: <http://www.roulartamedia.be> under technical info.
 - For ads: delivery FAO Heidi Soete - backoffice.rpi@roularta.be
 - For Technical Solution – editorial text: delivery FAO Alfons Calders - alfons.calders@roularta.be

Contacts

Sales director

Henri Van de Putte - T +32 2 467 57 55 - henri.van.de.putte@roularta.be

Account manager

Dalia Marogy - T +32 2 467 56 59 - dalia.marogy@roularta.be

Order slip

Company:

Address:

Tel.:

Fax:

Contact name:

Function:

e-mail address:

http address:

VAT:

Your order slip number:

Trade fair package selected* (please indicate)

- 2 x 1/4 page ad + Technical Solution (1/2 ad + 1/2 neutral editorial text) 2,500 €
- 2 x 1/4 page ad + Technical Solution (1/1 ad + 1/1 neutral editorial text) 3,800 €

Comments (e.g. invoicing details, you will draw up your own order slip to be sent later, etc.)

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Roularta B2B Media	Client
Contract date	Contract date
Signature	Signature

* all rates shown are exclusive of VAT (21%)

Please return this completed and signed order slip to
Fax to +32 (0)2-467.57.97