

# THERE IS ONLY **ONE** **OFFICIAL PROGRAM**

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FOR THE THOUSANDS OF AIR CARGO LEADERS ATTENDING THE  
**INTERNATIONAL AIR CARGO  
FORUM AND EXPOSITION  
2012 IN ATLANTA**

**BOOK YOUR  
ADVERTISING  
SPACE NOW!**

[www.tiaca.org](http://www.tiaca.org)



# 26<sup>th</sup> INTERNATIONAL AIR CARGO FORUM & EXPOSITION 2012



## The world's premier air cargo industry event

Atlanta, Georgia, USA –  
October 2-4, 2012

The **Official Program** produced by The International Air Cargo Association (TIACA) is a unique opportunity to showcase your business to the estimated 5,000 air cargo industry leaders and customers and 200+ top exhibitors that will attend ACF 2012 in Atlanta.

To mark the 50th anniversary of the first ever Air Cargo Forum & Exposition, TIACA is co-locating ACF 2012 alongside the Council of Supply Chain Management Professionals (CSCMP) Annual Global Conference, bringing its own audience of 3,000 supply chain professionals to the ACF 2012 venue.

The **Official Program** is the only

officially endorsed Program & Exhibition Directory for ACF 2012 and the most effective way to reach out to this powerful audience of decision-makers at the event and afterwards as they use the Program as a valuable reference tool for industry contacts and suppliers.

**Book your advertising space now!**

### Maximize your profile at the world's premier air cargo industry event

#### Advertisement Costs

##### Full page

Member: .....\$6,000  
Non Member: .....\$6,750

##### Half page

Member: .....\$4,000  
Non Member: .....\$4,250

##### Quarter page

Member:.....\$2,500  
Non Member:.....\$2,750

##### Double page spread

Member:.....\$10,000  
Non Member:.....\$11,500

##### Logo in exhibitor directory

Member:.....\$500  
Non-member:.....\$750

#### Premium advertising positions

Back cover: .....\$7,500  
Inside front cover: .....\$7,500  
Inside back cover: .....\$7,500

In addition to the multi-page A-Z listing of exhibitors in the Official Program for the 26th International Air Cargo Forum & Exposition 2012 in Atlanta, TIACA is offering a series of exclusive one-page advertising positions that will appear opposite a one-page quick reference listing of all exhibitors under the following headings:

- AIRLINES
- AIRPORTS
- GENERAL SALES AGENTS
- GROUND HANDLING AGENTS
- TECHNOLOGY PROVIDERS
- EQUIPMENT SUPPLIERS

These six **unique** advertising positions are available now at **\$7,000 per page for TIACA members or \$8,000 for non-members.**

The quick reference listing will show all exhibiting companies within each of the six categories on a single page and enable **potential customers** to see at-a-glance who they can meet at the show. Advertising on the page opposite the listing will enable your company to maximize its profile to this specific audience.



To book advertising space or for further information, please contact:

**Reha Erman** Director of Sales  
TIACA P.O. Box 661510, 5600 N.W. 36th Street,  
Suite 620, Miami, Florida 33266-1510  
Call: 786-265-7011 • Email: rerman@tiaca.org

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## Advertisement sizes (width and height)

### WHOLE PAGE

Type area: 172mm width x 254mm height  
Trim size: 202mm width x 275mm height  
Bleed size: 208mm width x 281mm height

### DOUBLE PAGE SPREAD

Type area: 374mm width x 254mm height  
Trim size: 404mm width x 275mm height  
Bleed size: 416mm width x 281mm height

### HALF PAGE VERTICAL

Type area: 71mm width x 245mm height  
Trim size: 98mm width x 275mm height  
Bleed size: 281mm width x 104mm height

### HALF PAGE HORIZONTAL

Type area: 172mm width x 104.5mm height  
Trim size: 202mm width x 134.5mm height  
Bleed size: 208mm width x 140.5mm height

### QUARTER PAGE VERTICAL

Type area: 104.5mm width x 89.5mm height  
Trim size: 134.5mm width x 98mm height  
Bleed size: 77mm width x 110.5mm height

### QUARTER PAGE HORIZONTAL

Type area: 172mm width x 35.5mm height  
Trim size: 202mm width x 65.5mm height  
Bleed size: 208mm width x 71.5mm height

**N.B.** For double page spread advertising, please supply each page as a separate file with 3mm bleed. Our publications are perfect bound, therefore where an image extends across a spread it will need to be aligned 3mm away from each edge of the spine to avoid losing imagery. If possible, please avoid pictures or text across spreads as final alignment cannot be guaranteed.

## Acceptable advertisement file formats

- Ads should be supplied digitally in one of the following formats: JPEG, TIFF, EPS or press PDF with all fonts embedded and spot colours converted into CMYK.
- Adverts may be supplied as InDesign, QuarkXpress or Illustrator files providing all fonts and images are supplied.
- Images should be no less than 300dpi at print dimensions and CMYK.
- We can accept artwork via email or CD, preferably in Apple Macintosh format.

## Acceptable logo file formats

The preferred format for logos is Adobe Illustrator EPS with all fonts converted to outlines. For best results, supplied logos should be vector art. Bitmap logos must be supplied at 600 dpi or greater as an EPS file. Please DO NOT send logos that are embedded in word processing documents or PowerPoint files.

## Cancellation Policy

Advertisements cancelled less than four months before ACF 2012 will be eligible to pay 50% of the agreed advertisement fee. Advertisements cancelled within two months of ACF 2012 will be charged the full 100% of the agreed advertisement fee.

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## OFFICIAL PROGRAM ADVERTISING CONFIRMATION

<b>To:</b>	
<b>From:</b>	Reha Erman, Director of Sales, TIACA
<b>Date:</b>	

Advertiser's details		Publisher's Details	
<b>Contact:</b>		<b>Contact:</b>	Reha Erman, Director of Sales
<b>Company:</b>			
<b>Address:</b>		<b>Address:</b>	The International Air Cargo Association (TIACA) 5600 Northwest 36th Street Miami, FL 33166 United States
<b>Telephone:</b>		<b>Telephone:</b>	(786) 265-7011
<b>Fax:</b>		<b>Fax:</b>	(786) 265-7012
<b>Email:</b>		<b>Email:</b>	rerman@tiaca.org
<b>Order No:</b>		<b>Web:</b>	www.tiaca.org

### TIACA confirms you have booked the following advertising space in the ACE 2012 OFFICIAL PROGRAM

<b>Publication:</b>	ACE 2012 OFFICIAL PROGRAM
<b>Advertising Space Required:</b>	
<b>Price:</b>	
<b>Final Date for Artwork:</b>	August 10th 2012

All advertisements are accepted subject to the ACE 2012 Official Program terms and conditions

Please sign below to confirm the above booking and return a copy to us by fax or email as soon as possible

<b>Signature on behalf of advertiser</b>		<b>Date:</b>	
<b>Print Name:</b>		<b>Position:</b>	



ONCE YOU HAVE SIGNED THIS AGREEMENT, PLEASE SEND A SCANNED COPY TO RERMAN@TIACA.ORG OR FAX THE COMPLETED FORM TO (786) 265-7012