

# Application and Contract for Advertising

## World Library and Information Congress 2006

72<sup>nd</sup> 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"/> <b>IFLA Express issue 1 &amp; 2 (electronic)</b>	
<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"/> <b>IFLA Express on site(5 issues) (black &amp; white)</b>	
<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"/> <b>Final Programme (two colour)</b>	
<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"/> <b>Exhibitors Directory (two colour)</b>	
<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"/> <b>Insert in delegates bag</b>	Euro 3,000
<i>(3,000 bags for inserts)</i>	
<b>Total amount in Euro</b>	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@congreg.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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