



Advertising Opportunities

<http://www.ifla.org/IV/ifla73/index.htm>

WORLD LIBRARY AND INFORMATION CONGRESS:

73RD IFLA GENERAL CONFERENCE AND COUNCIL

19-23 August 2007, Durban, South Africa

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



Disclaimer

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