



TRENCHLESS MIDDLE EAST DUBAI 2011

Jumeirah Beach Conference & Exhibition Centre, Dubai, UAE
Exhibition & Conference: 10-11 October 2011

NO-DIG WORLD MEDIA PACK

NO-DIG WORLD will be the Official Preview and Show Guide for TRENCHLESS MIDDLE EAST *Dubai 2011*.



No-Dig World Magazine

The magazine is to be published and distributed in advance of the show, thereby giving advance publicity to the show and also enabling the recipients to effectively plan their visit to the Exhibition and Conference taking place 10-11 October 2011 at the Jumeirah Beach Conference & Exhibition Centre, Dubai, UAE.

Readership & Circulation

The target readership is engineering personnel in the Emirates and nearby GCC countries, focussing on Government departments, utility organisations, consulting engineers, suppliers and contractors. The expected circulation is 2,500 copies.

Free Publicity for exhibitors

All Exhibitors at TRENCHLESS MIDDLE EAST *Dubai 2011* will be entitled to

- > free editorial entry in the Show Guide section (maximum 50 words)
- > inclusion in the classified product listings
- > additional enhancements – add a logo, photographs, etc.

Editorial Features

The editorial team will welcome exhibitors' press releases and feature articles for possible publication. Case study articles, technical papers, news of successful product applications, product launches and all industry news will be welcome.

Advertising Opportunities

Don't miss out on this exceptional opportunity to advertise in NO-DIG WORLD 2011 and/or enhance your editorial entry.

Supported by



International Society For
Trenchless Technology

Sponsors



Advertising Rates

To make a booking in **NO-DIG WORLD, the official Show Guide**, or to request further information, contact Stuart Hillyard at Westrade Group, T: +44 (0)845 094 8066, shillyard@westrade.co.uk.

A4 SHOW GUIDE DISPLAY ADVERTISING RATES

Quarter Page	US\$500	Inside back cover	SOLD
Half Page	US\$750	Inside front cover	SOLD
Full Page	US\$1,000	Outside back cover	SOLD
Double Page Spread	US\$1,500	Loose leaf inserts	POA

Limited Budget?

A4 SHOW GUIDE ENHANCED EXHIBITOR ENTRY ADVERTISING RATES

Bold, coloured entry	US\$100
Display your colour logo or a product shot	US\$200
Bold, coloured entry including logo OR product shot	US\$275
Bold, coloured entry including logo OR product shot and 50 extra words (100 in total)	US\$300

Targeted Sponsorship

Product heading sponsorship opportunities – include your logo and strapline in a highlighted display box under the product heading(s) of your choice, plus your name and stand number highlighted in the list below.

JUMP OFF THE FLOORPLAN

Only five exhibitors can promote themselves on the floorplan with: A logo and strapline arrowed to their highlighted stand, plus a highlighted name and stand number in the Exhibitor List.	US\$395
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Mechanical Data – File formats and supplying of data

NO-DIG WORLD's production department operates a digital workflow system and therefore prefers to receive artwork via disk or email. Digital material must be accompanied by an exact print standard colour proof. We do not accept responsibility for digital files without proofs. All file elements must be present and in the correct format.

The deadline for supplying all data is 19 August 2011.

Logos should be supplied as Adobe Illustrator EPS files. All artwork should be provided in CMYK saved as press ready PDFs, which have been exported as postscript files and then distilled using Adobe Acrobat Distiller to PDF/X-1a: 2001 settings.

If using QuarkXPress or Illustrator, fonts should be saved as outlines, all colours, duotones, RGB files and logos converted to CMYK, final documents as EPS. When using QuarkXPress preferences please ensure all trapping settings are set to zero. Photoshop files should be CMYK, EPS or TIFF files, Minimum 300 dpi. We do not accept artwork in the following packages: Adobe InDesign, Pagemaker, Corel Draw, Powerpoint or Excel.

SIZE	TYPE AREA	BLEED	TRIM
DPS	277 x 400 mm	303 x 426 mm	297 x 420 mm
Full page	277 x 200 mm	303 x 216 mm	297 x 210mm
Half Page Landscape	131 x 190 mm	–	–
Half Page Portrait	272 x 89 mm	–	–



NO-DIG WORLD 2011

Booking Confirmation Form

Invoice Details

Order no.:
Name:
Company:
Address:
Town:
Postcode:
Country:

Copy Dates

Advertising copy	19 August 2011 All material should be sent to Stuart Hillyard at shillyard@westrade.co.uk
Editorial	19 August 2011 Editorial should be sent to Stuart Hillyard at shillyard@westrade.co.uk

Advertising Details

Size:
Position:
Editorial:

Bookings taken by
Westrade Group Ltd
Contact Stuart Hillyard on
Tel: +44 (0) 845 094 8066
E-mail: shillyard@westrade.co.uk
Fax: +44 (0) 844 484 9307

Confirmation – Payment due no later than 19 August 2011

Cost:
Client Signature:
Date:

