

produkce / production: SVĚT KNIHY, s.r.o., Fügnerovo nám. 3, CZ - 120 00 Praha 2, tel.: +420 224 498 236, +420 224 498 464  
 fax: +420 224 498 754, e-mail: info@svetknihy.cz, www.svetknihy.cz, www.bookworld.cz, IČO: 25603990, DIČ: 002-25603990  
 pořadatel / organiser: Svaz českých knihkupců a nakladatelů / Association of Czech Booksellers and Publishers

!! On line registration and other informations [www.bookworld.cz](http://www.bookworld.cz) !!

## OFFER OF ADVERTISEMENT

Orders deadline: 15 March 2004

Discount for exhibitors 10%

### BookWorld Prague 2004 Exhibitors Catalogue

■ format 120x195    ■ 1.500 copies    ■ CMYK offset printing    ■ czech-english version

order	page	measurements (mm)	price - B&W / EURO	price – colour/ EURO
	1/1 vertical	120 x 195	250	450
	½ horizontal	100 x 82	150	220
	<b>cover</b>			
	2 <sup>nd</sup> page vertical	120 x 195		640
	3 <sup>rd</sup> page vertical	120 x 195		640
	inserted advertisement			500

### Catalogue of BookWorld 2004 Accompanying Programmes

■ A4 format    ■ 40.000 copies    ■ CMYK offset printing    ■ czech-english version

free of Charge

order	page		measurements (mm)	price/ EURO
	1/1 vertical	trim size/bleed page	202 x 287 (+ 5 mm)	510
	1/1 vertical	type area	180 x 264	510
	½ horizontal	trim size	202 x 143,5	270
	½ horizontal	type area	180 x 130	270
	½ vertical	trim size	101 x 287 (+ 5 mm)	270
	½ vertical	type area	88 x 264	270
	1/3 horizontal	type area	180 x 85	200
	¼ vertical	type area	88 x 130	145
	<b>cover</b>			
	2 <sup>nd</sup> page vertical	type area	180 x 264	710
	2 <sup>nd</sup> page vertical	trim size/bleed page	202 x 287 (+ 5 mm)	710
	3 <sup>rd</sup> page vertical	type area	180 x 264	710
	3 <sup>rd</sup> page vertical	trim size/bleed page	202 x 287 (+ 5 mm)	710
	4 <sup>th</sup> page vertical	type area	180 x 264	880
	4 <sup>th</sup> page vertical	trim size/bleed page	202 x 287 (+ 5 mm)	880
	inserted advertisement			580

### BookWorld Prague 2004 Fair News

■ format A3    ■ 2.000 copies    ■ B&W    ■ czech-english version

free of Charge

order	page	type area	measurements (mm)	price/ EURO
	¼	vertical	133 x 195	220
	¼	horizontal	270 x 95	220
	1/8	vertical	64 x 195	110

	1/8	horizontal	133 x 95	110
	1/16	vertical	64 x 95	60
	1/16	horizontal	133 x 45	60
	inserted advertisement (price per volume)			110

## **Tickets**

### ■ 40.00 copies, logotype

order	position	measurements (mm)	price/ EURO
	back	40 x 50	60

## **Further Types of Advertisements**

order	position	type of advertising	price/ EURO
	in front of Industrial Palace, Central Hall, Left and Right Wings, individual agreement	standing panel (250x100 cm) price doesn't include graphic work	100
	foyer of the Industrial Palace	distribution of promotional materials	3/100 pieces
	ticket office	distribution of promotional materials	3/100 pieces
	round the stands	distribution of promotional materials	3/100 pieces

Note: promotional materials may only be distributed on the Prague Exhibition Grounds premises with the organiser's prior consent.

## **Advertising on the Internet**

### ■ Our offer at the BookWorld 2003 ■ website - <http://www.bookworld.cz>

#### I. Placing:

##### • New Book Titles

order	type of advertisement	specification	price/ EURO
	name of title, cover, brief description, publisher reference	one month	15
	text only	one month	10

Discount for ten book titles 20% off total price

##### • Advertisement

oder	type of advertisement		price/ EURO
	banner	1000 impressions	10
	sound banner	1000 impressions	15
	icons, logo	1000 impressions	10
	special update advertisement	1000 impressions	20

#### II. Production:

order	type of advertisement		price/ EURO
	banner	individual price	30 – 70
	icons	individual price	10 – 20
	pop-ups	individual price	10 – 25
	Flash format and sound banner	individual price	

## **Avail of our special discounts**

Combination of internet advertising + at least 1 printed advertisement  
3 advertisements anywhere

5% off total price

10% off total price

**Please note:** each advertiser is only entitled to one type of special discount

**Prices do not include V.A.T.**

# Arrange a programme!

Deadline: 28 February 2004

## **Prepare your own programmes - debates with authors, book signings, company presentations, competitions ...**

We will help you promote your programme and attract audiences. Our Events Catalogue (listing all programs free of charge) is published in 40,000 copies and is distributed to bookstores and culture centres two weeks prior to the beginning of the book fair. All programmes are also automatically featured on the BookWorld website, <http://www.bookworld.cz>. Interesting events are also mentioned in the media and on posters. The venue is not limited to the Exhibition Grounds, your programme can be held anywhere in Prague.

Conditions available upon request (please see the enclosed registration form).

## Materials for Advertisement Production

### **I. Films**

- a) Colour ads: films (CMYK) with colour proof (cromalin), size 1:1, 150 lpi screen, positive, size according to selected format:
- type area in thin line frame
  - bleed page = trim size + 5 mm
- b) B/W ads: films, size 1:1, positive, 133 – 150 lpi, films should include crop marks and B/W copy

### **II. Computer file: 3,5" disk, ZIP, CD, Jaz**

- computer processing in standard text or graphic programmes and formats (Quark, Illustrator, Photoshop, PDF, slides, jpg, Gif, HTML, T605, Word)

### **III. Materials for Advertising on Internet**

- computer processing in standard text or graphic programmes and sizes (Quark, Illustrator, Photoshop, PDF, slides, jpg, Gif, HTML, T602, Word)
- banners: 468 x 60 pixels in GIF, jpg or HTML formats, maximum size 20kB, 120 x 60 pixels maximum size 15kB. Individual contact is required for other banner sizes.

#### **Note:**

**Please conform strictly to above measurements.**

**Enclose an inspection copy and contact person's phone number.**

Company Name.....	Street.....	
P.O.Box.....	City.....	
Postal Code.....	Country.....	
Telephone.....	Fax.....	
E-mail.....	Internet URL.....	
Contact Person	Company Registered Number	Tax Registered Number
.....		

Mailing Date:

Date of Receipt:

Exhibitor's Stamp & Signature:

Organizer's Stamp & Signature: