

# ScubaGlobe

## ASIA PACIFIC

### ScubaGlobe Asia Pacific

A quarterly publication released in February, May, August and November.  
A definitive diving magazine, aimed at industry professionals and serious dive travellers,  
with editorial and photography from the region's leading experts and professionals.

#### Distribution

Retail and Complimentary copies are extensively distributed to dive centres and retail outlets throughout Thailand, Singapore, Hong Kong, Cambodia, Vietnam and the Philippines, as well as many in Malaysia, Indonesia, Australia, USA and Europe; to the worldwide offices of the Tourism Authority of Thailand (TAT) and the Philippines' Department of Tourism (DOT). The magazine is also given away at trade shows and sent to over 500 dive travel professionals around the world.

**ScubaGlobe Asia Pacific** is the most widely read English language dive publication in S. E. Asia.

#### Magazine Specifications

Process: Full Colour CMYK  
Size: 8.5" x 11" (US letter size)  
Stock: Cover: C2S120  
Inside: C2S 70

#### Material Specifications:

Digital Files, PC Tiff format, 300 DPI or higher  
Spread size: 17" x 11" (432mm x 179.4mm)  
Folded size: 8.5" x 11" (216mm x 179.4mm)  
\*Bleed size 8.9" x 11.4" (226mm x 290mm)  
\* Please supply crop marks

#### Material Deadlines:

February issue: January 1  
May issue: April 1  
August issue: July 1  
November issue: October 1

#### Payment Schedules:

February issue: January 31  
May issue: April 30  
August issue: July 31  
November issue: October 31

All advertisers are encouraged to submit editorials, photos, press releases, news and features.

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phuket@scubaglobe.com  
www.scubaglobe.com

#### Production Costs:

Design and Layout of advertisements from US\$100.

\*Sign up for four consecutive issues and we will develop your ad for free.

\*Client to provide all graphic materials.

### Ad. Sizes

**Full Page Bleed Size (FPB)**  
8.9" x 11.4"  
226mm x 290mm

**Full Page (FP)**  
8.5" x 11"  
216mm x 279.5mm

**2/3 Page Banner (TTB)**  
7.5" x 6.5"  
190mm x 165mm

**2/3 Page Vertical (TTV)**  
4.9" x 9.8"  
125mm x 249mm

**1/2 Page Banner (HPB)**  
7.5" x 4.9"  
190mm x 125mm

**1/3 Page Banner (TPB)**  
7.5" x 3.4"  
190mm x 85mm

**1/3 Page Vertical (TPV)**  
2.4" x 9.8"  
60mm x 249mm

**1/4 Page Banner (QPB)**  
7.5" x 2.44"  
190mm x 62mm

**1/4 Page Horizontal (QPH)**  
4.93" x 3.5"  
125 mm x 89mm

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www.scubaglobe.com

#### Retail Inquiries.

##### Thailand:

Samon Publishing Co. Ltd. +66 (0)2 750 3786

##### The Philippines:

Asia Pacific Circulation Exponents +63 (0)2 833 8170

##### Singapore & Malaysia:

Allscript Establishment Pte Ltd. +65 (0)6287 7090

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## ASIA PACIFIC

**ADVERTISING RATES & Contract July 2004** ~ All ads are full colour  
 Payments may be made in US Dollars by TT to our accounts in Manila or Bangkok

✓	SIZE	US\$
	Full Page	2,000
	2/3 Page	1,320
	1/2 Page	1,000
	1/3 Page	660
	1/4 Page	500
	OBC	4,000
	IFC, IBC,	3,000
	<b>Pages 3, 5, 7, 8, 9, 11</b>	3,000

### Terms & Conditions

- Material deadlines for print ready materials are: January 1, April 1, July 1 & October 1.
- \*Last dates for 15% discount incentive are: February 28/29, May 31, August 31 & November 30.
- \*To qualify for 25% discount incentive, account must be paid in full before initial publication. (February, May, August or November).
- For accounts not settled within 30 days of publication, full rates will apply, regardless of prior arrangement.
- For accounts not settled within 30 days of publication 5% interest per month will be added to the balance.
- Unsettled (discounted) accounts will be re-invoiced at the appropriate full (undiscounted) rate after this time.
- Prices subject to change without notice.

**Discounts apply only to ads that are paid on time**

### Discount Incentives (check one)

**\*Single issue**  
**15%** For payment within 30 days of invoice.

**\*Four consecutive issues**  
**25%** For full payment in advance of initial issue.

Company \_\_\_\_\_ Product \_\_\_\_\_  
 Client name \_\_\_\_\_ Position \_\_\_\_\_  
 Tel \_\_\_\_\_ Fax \_\_\_\_\_  
 URL: www \_\_\_\_\_ E-mail \_\_\_\_\_  
 Address: \_\_\_\_\_

I hereby contract to place the following advertisements in **ScubaGlobe Asia Pacific**

Number of advertisements: \_\_

At size(s): (check configuration(s))

FPB  FP  TTP  TTV  HPB  TPB  TPV  QPB  QPH

From issue: (check one)  Feb  May  Aug  Nov (year)200\_\_

To issue: (check one)  Feb  May  Aug  Nov (year) 200\_\_

Total no. of Insertions: \_\_\_\_\_ Full Price per ad: US\$ \_\_\_\_\_ Total Amount: US\$ \_\_\_\_\_

\* Discount \_\_\_\_\_ % Discounted Price per ad: US\$ \_\_\_\_\_ \* Discounted total: US\$ \_\_\_\_\_

**\* Discounts apply only to ads that are paid on time**

CONFORME

I have read, understood and agree to the terms and conditions contained herein

Signature: \_\_\_\_\_ Date: \_\_ / \_\_ / 200\_\_