



Advertising Reservation Form

Please reserve your advertisement online at www.showpress.com or mail or fax this form

Mail: CPhI 2003 Show Daily, c/o Centcom, Ltd.
676 E. Swedesford Road, Suite 202,
Wayne, PA 19087-1612 USA
Attn: John A. Pearce

Fax: 610-964-8071
Attn: John A. Pearce

Please reserve a _____ sized ad at \$ _____ rate

Company Name: _____ Contact Person: _____

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City: _____ State/Province: _____ Postal Code/Zip: _____ Country: _____

E-mail: _____ Phone: _____ Fax: _____ Booth/Stand#: _____

Signature: _____ Date: _____

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Centcom, Ltd.

Ph: 610-964-8061; Fax: 610-964-8071

2003 CPhI Show Daily

- *Excellent Advertising Value for Exhibitors!*
- *Includes Conference Sessions' Schedule and Product Showcase*
- *17,000 Copies Distributed at the Exhibition*
- *Coverage of ICSE*



27, 28 and 29 October 2003 • Frankfurt



The pharmaceutical meeting place.





Drive Customers To Your Stand: CPhI Show Daily Gets Attendees' Attention!

Research shows **70%** of conferees read the CPhI Show Daily all three days!

As the *only* news vehicle distributed at exhibit hall entrances and on the show floor, attendees and exhibitors alike will turn to the **CPhI Show Daily** for information on:

- New product introductions
- Late-breaking company announcements
- Company and market development news releases
- Photographs of the show, attendees, exhibitors, and speakers

CPhI Show Daily Provides:

- 17,000 copies to the exhibition, registration area, and strategic facility locations over the three-day show period
- Promotion of your stand, products, and corporate/business unit message
- Conference sessions' schedule and product showcase
- Coverage of events at ICSE, the one-stop shop for pharmaceutical outsourcing



Advertising Rates and Specifications:

Ad Size	Metric Measurements	Ad Rates (all three editions)
Tabloid page (OBC)		\$10,500
Tabloid page		\$ 8,800
Center Spread: (two full tabloid pages)		\$18,000
7" X 10":	(178mm X 254mm)	\$ 7,750
10" X 2":	(254mm X 50mm)	\$ 7,000
5" X 7":	(127mm X 178mm)	\$ 3,750
5" X 5":	(127mm X 127mm)	\$ 2,400

Color Rates: All unit rates include four or one standard color.
• PMS colors are not available

Trim Size:	11" X 14 1/2"	(280mm X 368mm)
Live image area:	10 1/4" X 13 3/4"	(260mm X 349mm)
Bleed size:	11 1/4" X 14 3/4"	(286mm X 375mm)

Required Materials:

- Digital file on disk or CD-Rom (ftp option available)
- High resolution (300 DPI)
- PDF files preferred (CMYK)
- **A color proof is required with all materials**
- See website for additional information on acceptable file formats and ftp instructions

www.showpress.com

Important Dates:

Ad Orders: Wednesday, September 17, 2003

Ad Materials: Wednesday, September 24, 2003

Editorial Deadline: Monday, September 22, 2003

Print Run: 17,000 copies

Publication Dates: Monday, October 27, 2003

Tuesday, October 28, 2003

Wednesday, October 29, 2003



Editorial:

2003 CPhI Show Daily
International Trade Show Press
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For editorial guidelines and more information, visit our website at www.showpress.com