



BOOK WORLD PRAGUE 2013

16–19 May

19TH INTERNATIONAL BOOK FAIR
AND LITERARY FESTIVAL

Prague Exhibition Grounds

BOOK WORLD PRAGUE 2013 PROMOTIONAL MATERIALS OFFER OF ADVERTISING

Dear friends,

We would like to take this opportunity to inform you about the promotional materials accompanying BOOK WORLD PRAGUE 2013 – 19th International Book Fair and Literary Festival and our offer of your company's presentation in these materials.

Should you require any assistance or further information, please, do not hesitate to contact us. We look forward to our future co-operation.

■ Significant reductions for exhibitors!



Svět knihy, Ltd.
Tel.: +420 224 498 236
info@svetknihy.cz



TICKETS, BOOKMARKS LOGO

CLOSING DATE: 31 January 2013

- ticket measurements: 175 × 75 mm
- print run: 300,000 copies (bookmarks), 50,000 copies (admission tickets)

CONTENT

- the bookmark is a traditional publicity material that can be produced in large numbers to notify the general public that a book fair is approaching; readers can enter competitions and win free tickets to the event (bookmark includes a competition question)
- your logo and stand number can be shown on the bookmark
- your logo and stand number can be shown on the admission ticket (or an advertisement on the reverse side)

TARGET GROUP

- the general public, visitors to the fair, the professional public from the Czech Republic and abroad

DISTRIBUTION

- bookmarks – distributed to bookshops, libraries and other cultural institutions throughout the Czech Republic two months before the fair; copies available (by agreement) free of charge to advertisers, whose stand numbers are also shown on the bookmark

TECHNICAL PARAMETRES

- **pdf** (printing resolution, registration marks, crop marks, colours in cmyk, text must transformed into vector images!)
- **eps** – illustrator (colours in cmyk, text transformed into vector images)
- **tif, jpg** or **eps** image in 300dpi resolution (eps must always be zipped)
- **texts** in the **Word** format



PLACING OF LOGO ON ADMISSION TICKET



SAMPLE ADVERT ON BACK OF BOOKMARK



PLACING OF LOGO ON BOOKMARK

Type of printed material	Measurements (mm)	Price
Tickets, vouchers no. of copies 50,000	20 x 30	10,000 CZK for exhibitors only
Tickets, vouchers Reverse – side advertisement	175 x 75	35,000 CZK
Bookmarks no. of copies 300,000	20 x 5	7,000 CZK for exhibitors only

VAT AT THE STATUTORY LEVEL IS NOT INCLUDED.

EVENTS CATALOGUE

CLOSING DATE: 28 February 2013
30% DISCOUNT FOR EXHIBITORS

- programme listing – up to 200 characters including spaces – is free of charge; for each additional block up to 10 characters (including spaces) – CZK 100
- format: 148 × 210 mm
- print run: 25,000 copies
- high-quality print production, full-colour

CONTENT

- promotion of the programmes of registered exhibitors and non-exhibiting firms within the framework of the Book World Prague fair
- complete chronologically-ordered guide to the literary festival, including profiles of participating foreign authors and “Who’s When” index
- introduces thematically-structured programmes that form part of the main programme blocks of the literary festival
- includes supplement in English with international programmes

TARGET GROUP

- visitors to the fair, the general public from the Czech Republic and abroad, journalists, students

DISTRIBUTION

- two weeks before the start of the fair, to places including bookshops, libraries and cultural centres
- while the fair is in progress provided to visitors free of charge with admission tickets and available at the Information stand and press centre
- online version at www.svetknihy.cz and www.bookworld.cz

TECHNICAL PARAMETRES

- **pdf** (printing resolution, registration marks, crop marks, colours in cmyk, text must transformed into vector images!)
- **eps** – illustrator (colours in cmyk, text transformed into vector images)
- **tif, jpg** or **eps** image in 300 dpi resolution (eps must always be zipped)
- **texts** in the **Word** format
- **adverts should leave a safe zone of 10 mm** (i.e. text and other components must be set at a minimum distance of 10 mm from the edge to ensure that they are not drawn into the spine).



SAMPLE ADVERT

Page	Specification	Measurements (mm)	Price/colour
1/1	Net size	148 x 210 (+ 5 edge)	19,500 CZK
1/2	Trim size (horizontal)	60 x 183	11,300 CZK
1/2	Trim size (vertical)	124 x 89	11,300 CZK
Cover			
2 nd page	Net size (vertical)	148 x 210 (+ 5 edge)	25,800 CZK
3 rd page	Net size (vertical)	148 x 210 (+ 5 edge)	25,800 CZK
4 th page	Net size (vertical)	148 x 210 (+ 5 edge)	booked
Inserted ads			1 CZK/1 pcs

VAT AT THE STATUTORY LEVEL IS NOT INCLUDED.

EXHIBITORS' CATALOGUE

CLOSING DATE: 28 February 2013
30 % DISCOUNT FOR EXHIBITORS

- format: 120 × 195 mm
- print run: 1,500 copies (some on CD)
- high-quality print production, combination of black-and-white and colour pages

CONTENT

- directory of exhibiting firms and professional organizations or firms whose business is connected with the nomenclature of the fair – comprehensive survey of delegates at the fair
- bilingual (Czech-English) – important information on the participation of the Czech Republic in book fairs abroad

TARGET GROUP

- visitors to the fair, the professional public from the Czech Republic and abroad, members of the general public with an interest in books, etc.

DISTRIBUTION

- at Book World Prague and other events held by the Book World company and the Association of Czech Booksellers and Publishers; online version at www.svetknihy.cz

TECHNICAL PARAMETRES

ADVERTISEMENTS – Suitable formats include **pdf** (printing resolution, registration marks, crop marks, CMYK colours, text in vectors!); **eps** – illustrator (CMYK colours, text in vectors) or a picture in **tif, jpg** or **eps** with 300 dpi resolution (eps shall be always zipped). The catalogue format after cutting is 120 × 195 mm. In the case of full-page advertisements, at least 5 mm has to be added for cutting.

LOGO – B&W logos in vector files (*.ai, *.eps, *.cdr, *.pdf), not pasted into Microsoft Word text documents. If the required format is unavailable, we can accept bitmap pictures (*.tif, *.eps, *.psd, *.jpg in top quality – 300 dpi printing resolution). Logotype according to material supplied: CZK 600.

SUPPLEMENTARY TEXT – Will be published in the list of exhibitors after the firm's address. Please deliver the text on the pre-printed template in this form or on the separate A4 sheet. In the latter case, state the exact number of occupied lines at a density of 70 characters per line. Spaces between words and diacritic marks are also considered as valid characters. Each line started is understood to be an occupied line. One line of 70 characters free of charge, additional text CZK 200 for every new started line – **max. 350 characters**; price includes translation into Czech.

- **adverts should leave a safe zone of 10 mm** (i.e. text and other components must be set at a minimum distance of 10 mm from the edge to ensure that they are not drawn into the spine).



SAMPLE ADVERT 1/1

Page	Specification	Measurements (mm)	Price/b&w	Price/colour
1/1	Net size (vertical)	120 x 195 (+ 5 edge)	8,400 CZK	10,400 CZK
1/2	Trim size (horizontal)	98 x 76	4,520 CZK	7,800 CZK
Cover				
2 nd page	Net size (vertical)	120 x 195 (+ 5 edge)		17,500 CZK
3 rd page	Net size (vertical)	120 x 195 (+ 5 edge)		15,600 CZK
4 th page	Net size (vertical)	120 x 195 (+ 5 edge)		booked
Inserted ads				19,500 CZK

VAT AT THE STATUTORY LEVEL IS NOT INCLUDED.

RENT OF ADVERTISING SPACES DISTRIBUTION OF PROMOTIONAL MATERIALS

CLOSING DATE: 31 March 2013
30% DISCOUNT FOR EXHIBITORS

CONTENT

- advertising space to draw attention to your company and products you are offering
- placing of **advertising stands** at agreed locations (graphics produced on request)
- **distribution of leaflets** at cash desks, in the foyer by the main entrance, in front of both wings of the Palace of Industry, direct distribution to individual stands

TARGET GROUP

- visitors to the fair, the professional public from the Czech Republic and abroad, the general public

DISTRIBUTION

- at a prominent place in the foyer, at locations in the press and information centres (on stands)

PLEASE NOTE

THE DISTRIBUTION
OF ADVERTISING
MATERIALS
on the Prague Exhibition
Grounds premises
without the organiser's
prior consent is not
allowed!



Location	Type of advertisement	Price
Advertising panel, position based on prior agreement	Rent and placing of the panel (250 x 100 cm) Price does not include graphic design!	6,400 CZK
		2,000 / day
Palace of Industry	Distribution of advertising materials	1,500 CZK / day
Ticket offices	Distribution of advertising materials	190 CZK / 100 pcs
Stand-to-stand distribution	Distribution of advertising materials	190 CZK / 100 pcs
Foyer, left and right wing entrances	Advertising materials in ad stands	700 CZK / day / slot

VAT AT THE STATUTORY LEVEL IS NOT INCLUDED.

ADVERTISING ON THE WWW.BOOKWORLD.CZ WEBSITE



30% DISCOUNT FOR EXHIBITORS

CONTENT

- promotion of firms and individual products on the company's website or the latest annual publication for the fair
- the website introduces all activities of the Book World company (**Home**) in Czech and English. On the site you will find complete information on the **Book World Prague 2013** book fair, including online application forms and the complete programme of the literary festival, application software for smartphones
- very high visit rate

TARGET GROUP

- the professional public from the Czech Republic and abroad, the general public, members of the general public with an interest in happenings in the world of literature and books

PUBLICITY

- the website, for use abroad in English at www.bookworld.cz, is promoted in all materials; it is an important source of information for exhibitors, visitors and the professional public

TECHNICAL PARAMETRES

Banner Home

- formats: **jpg, png, gif, swf**
- size: **up to 50 kB**

Banner Book World 13

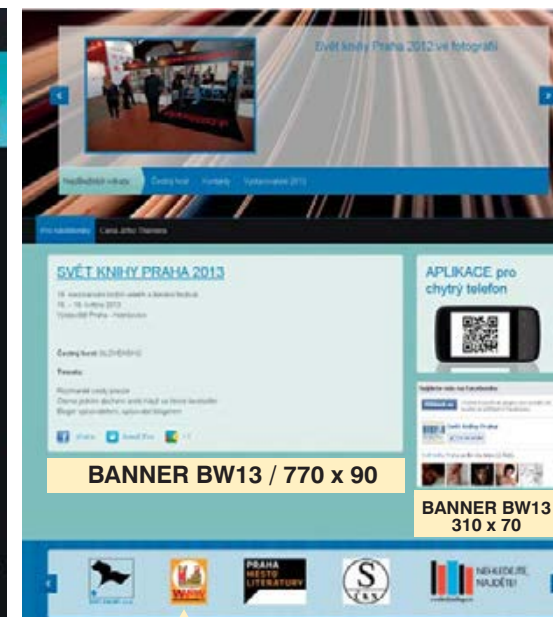
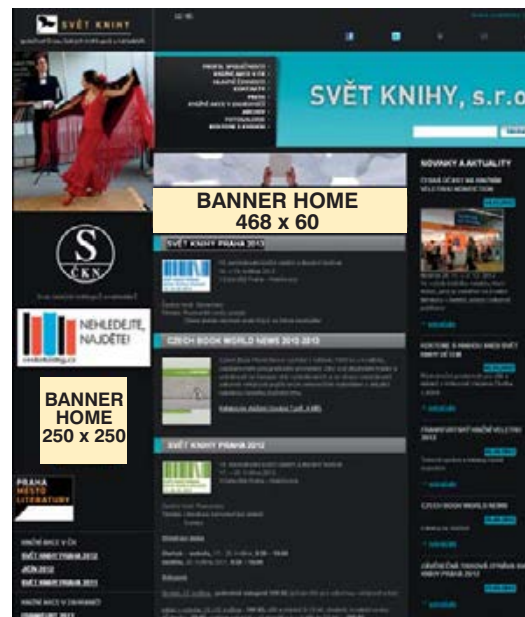
- formats: **jpg, png, gif** (static)
- size: **up to 50 kB**
- the primary colour of the banner must not be of a shade that blends with the webpage background or else the banner must have a black frame with a minimum width of 2 px

Concerning the specifics of mobile devices (phones, tablets, etc.)

When creating a banner it is necessary to reckon with responsive web design – i.e. until the limit of mobile display is reached, the size of the banner will reduce along with that of the webpage. A creatively-produced banner will be effective also for proportional display with a minimum width for 166 px (small banner) and 506 px (large banner).

Production

Individual agreement



COMPANY LOGO

Type of advertisement	Specifications	Price
Name of title, cover, brief description, publisher link	1 month	500 CZK
Text – only information	1 month	250 CZK
Type of advertisement	Specifications	Price
Banner / Home / 468 x 60 Pix	1 month	9,500 CZK
Banner / Home / 250 x 250 Pix	1 month	6,500 CZK
Banner / Book World 13 / 770 x 90 Pix	1 month	9,500 CZK
Banner / Book World 13 / 310 x 70 Pix	1 month	6,500 CZK
Company logo with link / Book World 13	1 month	1,500 CZK

VAT AT THE STATUTORY LEVEL IS NOT INCLUDED.

