



OFFICIAL PROGRAM
MONDIAL DE LA BIÈRE STRASBOURG—EUROPE
OCTOBER 22-23-24, 2010

10,000 copies of the Mondial de la bière's official program are offered to festival visitors, both on-site during the three days of the event (8,000) and distributed in bars, restaurants and hotels (2,000).
Festival visitor studies indicate each program is read by 3 people. So you have the chance to buy advertising space and reach more than 25,000 beer lovers, as well as the industry's professionals from all beer sectors.
Program's content: festival activities and entertainment, site's map, a complete listing of beers and breweries.

Program size: 8.5 x 4.875 inches, 16 pages.
Only 6 pages of ad space is available ... reserve now !

It's your chance to get the word out!

RATES

	Size W x H	Quantity	Cost (before taxes)
1/4 page	3.625" x 1.875"	12	\$800
1/2 page	3.625" x 3.875"	2	\$1,200
1 page	7.5" x 3.875"	1	\$1,800
Back cover (1)	8.5" x 4.875"	1	\$5,500

(1) This ad must be bleed: add 1/8 inch

TECHNICAL SPECS

Size: 8.5"W x 4.875"H • 16 pages • 4 colour process

Advertiser must supply:

Material must be received before **September 7th, 2010**

Artwork on CD for Mac, done in QuarkExpress 8 or In-Design CS4 or Illustrator CS4, Photoshop CS4, Acrobat pdf print quality or older versions. Include fonts, as well as tiff, eps, jpeg or other images at 300 dpi.

All ads requiring graphic or layout work must be received **before September 7th, 2010**.

Graphic design and page layout services are invoiced at 50 euros per hour.

PAYMENT AND MATERIAL DELIVERY

Payment must be received with the material. All checks must be made out to Strasbourg Evénements.

Please send all material and payments to:

MAILING ADDRESS

STRASBOURG EVENEMENTS — MONDIAL DE LA BIÈRE STRASBOURG EUROPE BP 256 R/7 - 67007 STRASBOURG Cedex FRANCE

Att.: Marilou Caty — MONDIAL AD

Email delivery of material (Don't forget to send your checks by mail): **pascal@avenuedelapub.com**

**COMPLETE and PAY before September 7
AND OBTAIN A 25 % DISCOUNT**

PURCHASE CONFIRMATION

Check

Size

<input type="checkbox"/>	1/4 de page
<input type="checkbox"/>	1/2 page
<input type="checkbox"/>	1 page
<input type="checkbox"/>	Back cover

Company: _____

Contact person: _____

Email for approval: _____

Tel.: _____

Fax for approval: _____

Signature : _____

Date : _____

For more information: (00 33) 03 88 37 21 59

Please return this confirmation by fax at (00 33) 03 88 37 67 51.