



HUSUM DAILY

in association with  HUSUM Wind

produced by  WINDTECH

Media Planner HUSUM daily 2015

From 15 to 18 September 2015 the Husum Wind event is happening again in the German capital of wind energy. It is the main industry fair for the German market. The exhibition concept is tailored to the needs of all potential participants in the German market, from market-leading SMEs based in North Germany to international turbine manufacturers. In cooperation with Messe Husum, Windtech International is for the second time going to produce the only official daily show publication.

In total four issues will be produced and handed out to all visitors and exhibitors. This enables us to present your latest developments and hottest news. Besides this we will cover interesting and up-to-date information regarding the exhibitors and highlights of the event. Whether you want to alert participants to your booth number, build brand awareness, strengthen your company profile the HUSUM Daily will get your message across to all visitors and exhibitors.

Contact

advertisinghusum@windtech-international.com for advertising opportunities and editorialhusum@windtech-international.com for editorial contributions.

Overnight printing

The HUSUM Daily will be prepared and edited by a team of Windtech International in co-operation with staff from HUSUM Wind. Each day we shall work on the issue to be published the next morning. If you have editorial material you want considered for publication make sure that we have it by 1 pm each day. Digital data will be passed to our printers in the afternoon for printing overnight and delivery to HUSUM Wind fairground 8 am each morning. Please note that there will be a total of four issues commencing 15 September 2014: Tuesday, Wednesday, Thursday and Friday. You can contact any of the team in the HUSUM Daily office or contact us by email at editorialhusum@windtech-international.com.

Guidelines PR for HUSUM Daily

For publication of your press release in the section Exhibitors News of the HUSUM Daily, please take the following guidelines into account:

Contents: Orders and Agreements, New Products and General

Language: English, in an easy readable style

Typescript: max 100 words (text or MS Word file)

Title: Maximum 5 words

Source: Organisation's name, website address, booth number

Illustrations: 1 full-colour high quality illustration (300dpi at reproduction size)(Include a short caption.). Accepted file sizes are EPS, TIFF, JPEG, BMP or GIF (vector-orientated).

Sending of Material: Please submit your press releases in digital format to the HUSUM Daily office or by email to editorialhusum@windtech-international.com. Daily deadline is 1PM.

Windtech International will try to publish all information received, but we cannot guarantee publication due to the limited available space. We can only accept digital files.

All material submitted to the publisher (Windtech International) and relating to the daily will be treated as unconditionally assigned for publication subject to the editor's right to edit and offer editorial comment. Windtech International has no obligation in relation to unsolicited material or the accuracy of information thus received. Windtech International has no obligation, in addition, to return any material if not requested.

HUSUM Daily at a glance

- 4 issues printed overnight, one for every day
- Handed out to all attendees
- Presenting the latest developments and hottest news
- Outstanding editorial and advertising opportunities for exhibitors

Rates

1/1 page	€ 1,890*
1/2 page	€ 1,050*
1/3 page	€ 735*
1/4 page	€ 575*
1/8 page	€ 325*

Premium positions:

Front cover

15% surcharge
(only 1/3 and 1/4 page horizontal and 1/3 and 1/8 horizontal)

Inside front cover

8% surcharge (only 1/1 page or 1/2 page horizontal or vertical)

Backcover

10% surcharge (only 1/1 page)

Inside back cover

8% surcharge (only 1/1 page or 1/2 page horizontal or vertical)

Frequency discount

2 insertions	5%
3 insertions	10%
4 insertions	15%

*rate per insertions and excluding VAT and including 15% agency discount if applicable

Siteur Publications

Dr C Hofstede de Grootkade 28
9718 KB Groningen
The Netherlands
Tel.: +31 (0)50 5798924
Fax: +31 (0)50 5798925
info@windtech-international.com
www.windtech-international.com

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Terms

Frequency Discounts

Frequency discounts are based on the number of insertions ordered on a single contract. New contracts replacing existing contracts will be accepted at any time to take advantage of additional frequency discounts. However, any lower rates that may result are not retrospective.

Rate Protection

Rates for advertisers under contract are protected for the duration of the contract period. The publisher reserves the right to change these rates and terms at any time without notice. Any insertion orders received prior to the date of notice of the new rates shall continue to apply for issues within 60 days of the date the change is announced.

Rates Production charges are separate and distinct from advertising space rates. Advertisements requiring alteration to meet mechanical requirements will incur a production charge and will be invoiced separately.

Payments Terms

No advertisements will be accepted from firms with accounts more than 60 days overdue. A 2% per month service charge from date of invoice will be charged on accounts unpaid after 60 days.

Agency Commissions

Commission will be paid to recognised advertising agencies. Rates mentioned include 15% agency discount on space, colour and position, provided material is received camera-ready and the account is paid within 30 days of invoice date.

Cancellations

Orders can be cancelled in writing up to eight weeks prior to publication date.

Advertiser Responsibility

Advertisers and agencies assume liability for all content of advertisements printed and also assume responsibility for any claims arising from them against the publisher. Siteur Publications reserves the right to reject any advertising not considered suitable for publication. •

1/2 vertical: 275,5 (h) x 105 (w) (no bleed)

1/3 vertical: 275,5 (h) x 68,2 (w)
(no bleed)

1/8 horizontal: 65 (h) x 105 (w) (no bleed)

1/4 vertical: 135 (h) x 105 (w) (no bleed)

1/8 vertical: 135 (h) x 50 (w)
(no bleed)



Mechanical Data

Sizes

Paper size (mm): 340 (h) x 240 (w)
Advertisement sizes (mm): h x w:

Horizontal

1/1 page 340 x 240 3 mm bleed on all sides

1/2 page 135 x 214,5 no bleed

1/3 page 88,4 x 214,5 no bleed

1/4 page 65 x 214,5 no bleed

1/8 page 65 x 105 no bleed

Vertical

1/2 page 275,5 x 105 no bleed

1/3 page 275,5 x 68,2 no bleed

1/4 page 135 x 105 no bleed

1/8 page 135 x 50 no bleed

Requirements

We only are able to receive digital advertising material. Please refer to the following requirements.

General Specifications

- Bleeds must extend at least 3 mm beyond trim edge on all sides
- Colours must be defined as percentages of CMYK
- The use of indexed, RGB, spot or pantone colours is not allowed.
- All images must be high resolution (300 dpi) CMYK colour or greyscale; bitmap images must be at least 1200 dpi.
- Do not reduce images less than 20% or enlarge more than 130%.
- Enlarging imported images decreases the final resolution and may affect the quality of the image.

- Do not stylise fonts. For each style used a printer font must be included.
- Do not use LZW compression when saving an image as TIF(F).
- Do not use JPEG encoding when saving an image as EPS, please use binary.

Accepted File Formats

High resolution (certified) pdf, TIF(F), Illustrator EPS, Photoshop EPS, Generic EPS with embedded Type 1, Postscript fonts (NOT TrueType), Postscript (certified), TIF(F), (composite CMYK, device independent, Level 2).How to

Submit Material

Advertising material can be send by email (maximum 10Mb, advertising@windtech-international.com) or can be uploaded to our FTP-site. Please contact us to receive a login and password to the FTP-site. •

Be part of the HUSUM daily

Contact us at:

advertisinghusum@windtech-international.com

for advertising opportunities

or

editorialhusum@windtech-international.com

for editorial opportunities

1/2 horizontaal: 135 (h) x 214,5 (w) (no bleed)

1/3 horizontaal: 88,4 (h) x 214,5 (w) (no bleed)

1/4 horizontal: 65 (h) x 214,5 (w) (no bleed)