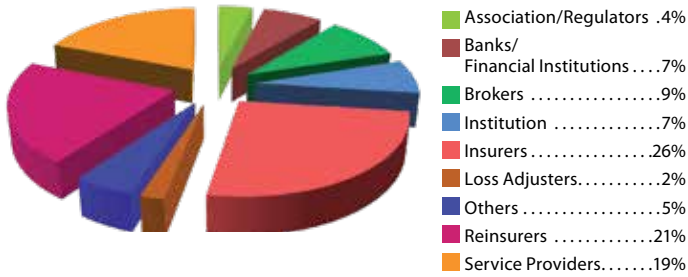


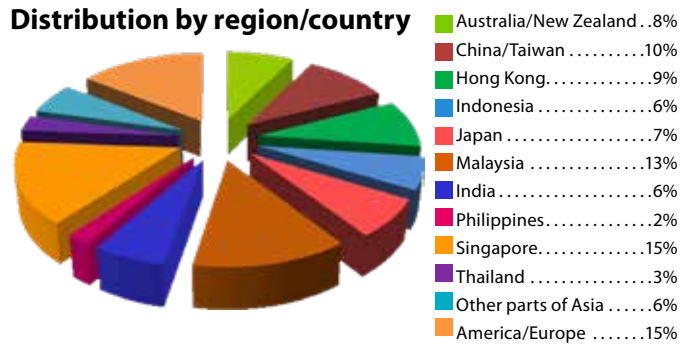
Insurance Directory of Asia (IDA)

Distribution by reader's profile



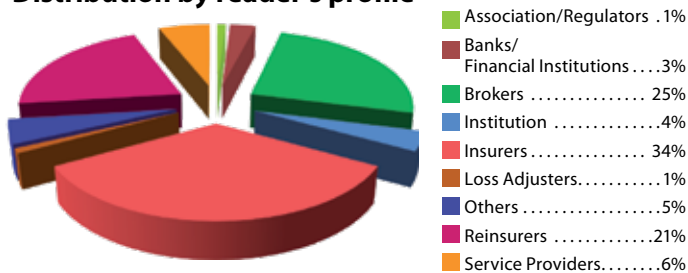
Circulation: 6,550 copies

Distribution by region/country



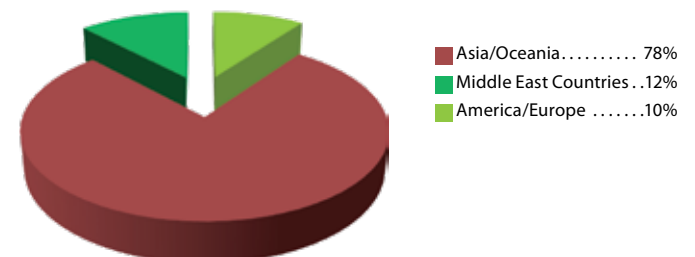
Reinsurance Directory of Asia (RDA)

Distribution by reader's profile



Circulation: 4,000 copies

Distribution by region/country



Directory advertisement specifications

Artwork Sizes for IDA and MID

Full Page Trim	182mm (W) X 257mm (H)
Full Page Bleed	188mm (W) X 263mm (H)

Artwork Sizes for AID, RDA and WIID

Full Page Trim	149mm (W) X 217mm (H)
Full Page Bleed	155mm (W) X 223mm (H)

Artwork Materials

PDF: CMYK; 300dpi; all fonts embedded; Acrobat compatibility.

Native layout file formats (both PC or Mac formats are acceptable): **InDesign/Pagemaker, Illustrator, QuarkXpress, Freehand** (to be sent with linked files and fonts used, convert to paths, create outlines, etc).

All linked graphics and pictures must be in CMYK before importing. Graphics & pictures used must be in at least 300 dpi resolution at actual size.

Mac filenames must include the three-letter file extension*, eg filename.ai, filename.jpg, filename.indd, filename.pdf, filename.qxd, etc. (* file extension may be two or four letters, depending on file format)

Directory advertising rates (SGD)

Position	Insurance Directory of Asia	Reinsurance Directory of Asia
Sponsorship	22,500	15,710
Gatefold	12,560	10,500
Bookmark	8,380	7,340
Outside Back Cover	8,380	7,340
Inside Front Cover	6,810	5,760
Inside Back Cover	6,280	5,450
Facing Inside Front Cover	6,280	5,450
Facing Inside Back Cover	5,240	4,510
Facing Title Page	4,190	3,980
Facing Contents Page	4,700	4,110
Facing Foreword	4,000	3,410
Facing Copyright Page	4,710	3,670
Facing Preface / Users' Guide	4,000	NA
Facing Index	3,670	3,410
Full Page Colour	3,410	3,140
Full Page Black & White	2,620	2,410
Half Page Colour	2,240	2,100
Half Page Black & White	1,600	1,470
Double Page Spread	6,370	5,870