

# ADVERTISING CATALOGUE OF FIRMS CZECH RAILDAYS 2014

## EXHIBITOR:

Advertising catalogue of firms Czech Raildays is full-colour hardcover booklet (format A5 in high) on coated paper. The printing is 1 500 copies. Each exhibitor will obtain 3 copies, each seminary or conference participant will obtain 1 copy; the catalogue is available throughout the fair. The catalogue is published in full on the web site [www.railvolution.net/czechraildays](http://www.railvolution.net/czechraildays) all the year. **For the price current see below.**

## THE REQUIREMENTS FOR HANDING IN OF ADVERT GRAPHIC ENTRIES

**Materials for advertising must be delivered till 9<sup>th</sup> May 2014.**

The catalogue is processed on Macintosh computers for printing purposes. It is necessary to keep the following rules because most of the advert entries are prepared on PCs.

The advert must be hand in workable form so that possible changes could be done (i.e. texts, addresses, phones etc.). It is advisable to save the suitable adverts as Corel Draw files, Adobe Illustrator, QuarkXPress, curved letters and photos used in adverts must be in EPS format, JPEG format on 300 dpi in colour CMYK. We can accept the adverts in PDF, EPS formats for PC and Mac (format 300 dpi, CMYK) or TIFF for PC and Mac.

### **Picture Files**

- Format TIFF, EPS, JPEG for PC and Mac (300 dpi, CMYK) and PDF (300 dpi).

### **Vector based graphics (logos, photos)**

- Adobe Illustrator, Illustrator EPS, CDR format, curved letters, colour CMYK.

### **Texts**

- In Word format

It is possible to send adverts processed on Macintosh computers in QuarkXPress format, it is necessary to include fonts.

Direct your inquiries to: [zelmagaz@avonet.cz](mailto:zelmagaz@avonet.cz), +420 603 833 605

Advertising size	high (mm)	wide (mm)
1/3 of page A5	70	148
1/2 of page A5	105	148
full A5	210	148

### Advertisement in the catalogue - exhibitor

1/3 page A5	Yes		In registration fee
1/2 page A5	Yes	No	2.500,- CZK
1 page A5	Yes	No	4.500,- CZK

### Advertisement in the catalogue - co-exhibitor

1/3 page A5	Yes		In registration fee
1/2 page A5	Yes	No	2.500,- CZK
1 page A5	Yes	No	4.500,- CZK