

**CERSAIE**

Bologna - Italy

23-27 / 09 / 2024

**THE CERSAIE POCKET GUIDE,  
YOUR ADVERTISEMENT  
DISTRIBUTED FOR FREE AT  
ALL ENTRANCES**



## POCKET GUIDE

Distributed for free at the entrances of the FairGrounds throughout the 5 days of Exhibition.

### Summary

Positions and rates




Technical specifications and material delivery




### Further info




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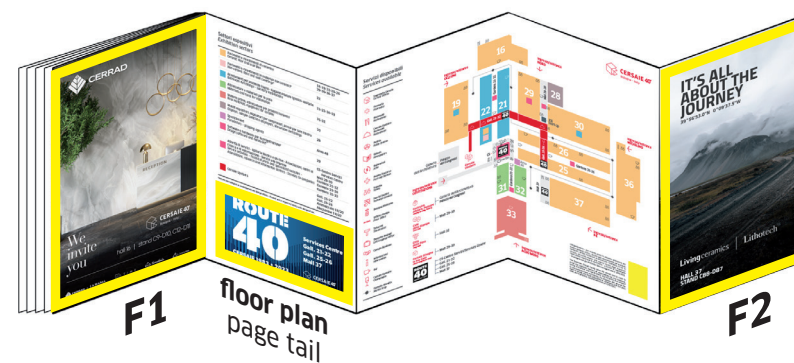
[commerciale@cersaie.it](mailto:commerciale@cersaie.it) - Tel. 051/6646000

Codes	Formats	Dimensions (width x height)	Rates
102022149		COVER TAIL	131x53 mm <b>€ 6,250.00</b>
102022142		INSIDE FRONT COVER	145X210 mm <b>€ 3,230.00</b>
102022145		BACK COVER	142X210 mm <b>€ 10,000.00</b>

Codes	Formats	Dimensions (width x height)	Rates
102022143	 <p>TAIL ON THE FIRST PAGE OF TEXT</p>	126X60 mm	€ 3,560.00
102022151	 <p>DOUBLE-PAGE</p>	290x210 mm	€ 2,200.00
102022140	 <p>FULL PAGE</p>	145X210 mm	€ 1,795.00

Codes		Formats	Dimensions (width x height)	Rates
102022152		COMPANY LOGO FACING THE HALL PLAN	20x9 mm	€ 850.00
102022146		HALL LAYOUT FACING PAGE	145X210 mm	€ 2,570.00
102022147		SINGLE TAIL	126X60 mm	€ 995.00

Codes	Formats	Dimensions (width x height)	Rates
102022144	<b>F1</b> - FLOOR PLAN FACING PAGE	145X210 mm	€ 3,790.00
102022144	<b>F2</b> - FLOOR PLAN FACING PAGE	127x210 mm	€ 3,790.00
102022144	<b>R1</b> - FLOOR PLAN FACING PAGE	134x210 mm	€ 3,790.00
102022144	<b>R2</b> - FLOOR PLAN FACING PAGE	131x210 mm	€ 3,790.00
102022144	<b>R3</b> - FLOOR PLAN FACING PAGE	127x210 mm	€ 3,790.00
102022148	FLOOR PLAN PAGE TAIL	126X60 mm	€ 2,250.00
102022150	<b>P</b> - BOOKMARK	65x195 mm	Price upon request



**P**  
Bookmark

Full layout of the front and back covers advertising positions

## FILE FORMAT (with no trim) 145x210 mm, (four-colour cmyk)

### Technical specifications

#### Files format:

- **TIF, JPG** (resolution 300 dpi) four-colour (CMYK), with **5 mm trim in addition to the Ad. dimension.**
- **PDF** for printing, **four-colour (CMYK) without spot**, with **5 mm trim** in addition to the Ad. dimension, register marks, centered, **all font embedded.**

**Multiple-page pdfs are not accepted**

#### Important:

- No image compression method must be used
- Text or important details must be inset 10 mm from crop marks
- File must not carry Pantone colours
- **Please include the name of your Company in the filename**
- Please provide the contact name, telephone number and e-mail address of **agency or individual who produced Ad.**
- **The Organizer is not responsible for any printing errors** if no proof is supplied or if the material does not adhere to any technical specifications outlined within this document

### Material delivery

The material must be sent no later than **07 June 2024**

e-mail: [redazione@interpromex.it](mailto:redazione@interpromex.it)