

W DAILY EDITION

21–23 JUNE 2018 | AMSTERDAM

ADVERTISING RATES & SIZES

AD TYPE	SIZE (W x H)	1x	2x	3x
Front Strip (Bottom)	8.5" x 1.5" (215.9mm x 38.1mm)	€2,800	n/a	n/a
Front Page Photo	8.5" x 11" (215.9mm x 279.4mm)	€4,700	n/a	n/a
Exhibitor of the Day	(Full page across from inside cover)	€3,700	n/a	n/a
Outside Back Cover	8.5" x 11" (215.9mm x 279.4mm)	€4,200	n/a	n/a
Full Page	8.5" x 11" (215.9mm x 279.4mm)	€2,700	€4,500	€5,600
1/2 page (horizontal)	8.5" x 4.25" (215.9mm x 107.95 mm)	€1,900	€2,900	€4,400
1/2 page (vertical)	3.75" x 9.875" (95.25mm x 250.825mm)	€2,100	€3,400	€5,100
1/4 page (vertical)	3.75" x 4.833" (95.25mm x 122.76mm)	€900	€1,600	€2,300

DIGITAL EDITION SPONSORSHIP (Banner ad on scanews.coffee/daily-edition through next event) **€10,000**

DESIGN SPECIFICATIONS

SIZING AND AD CONTENT

Trim size is 8.5" x 11". All critical matter or illustrations should be kept at least 1/4" from all trim edges. SCA cannot edit or revise images or copy – all deliverables must be sent sized to specifications and will be returned to the advertiser to adjust should a file be sent that is incorrectly sized. Ad copy will not be reviewed or edited for misspell-ings, grammatical, errors, or punctuation. SCA retains the right to refuse ads that are deemed inappropriate or offensive.

PRINTING/PAPER STOCK

The Daily Edition will be printed on a 30% recycled, 80# bound, full color paper; total of 16 pages per issue in a magazine format.

MATERIALS ACCEPTED

High-resolution PDFs in CMYK color format, all fonts embedded; native files with all supporting files, CMYK, and fonts.



DEADLINE FOR INSERTION ORDERS & MATERIALS: 15 MAY 2018

**TO RESERVE ADVERTISING, CONTACT:
KEITH AMOS | +44 1245 42 60 60**

Interested in advertising in the Specialty Coffee Expo Daily Edition? [Click Here to View Rates](#)

