

The SPEZI Catalog

This year we will be publishing the 10th edition of the SPEZI catalog. This catalog is presented to every visitor free of charge on purchase of the tickets to the show. We send this publication out to interested customers in the months preceding the fair but demand increases substantially after the show.

In this way, the catalog has a significant marketing effect for exhibitors while at the same time serving as a symbol for the show. You could almost say it's a special bikes annual. In order to provide as much information and addresses revolving around the topic of "Special Bikes" as possible, we would like to see each exhibitor represented in the catalog by at least one full-page advertisement. **The costs for one full-page ad without placement preference are already covered by the advertising fee.** The catalog also contains reports about recumbents and special bikes, information on the lectures and presentations at the show, an event calendar for 2009 and a complete list of the exhibitors.

Please send your print-ready documents by 31 December 2008 at the latest to the address below.

Catalog design:

| | |
|-----------|---|
| Format | 210 mm high, 120 mm wide plus 5 mm bleeding edge |
| Print | 4/4 colors, Euro scale |
| Size | Cover: 4 pages Contents: approximately 100 pages |
| Paper | Cover: 170 g / m ² Luxomagic Contents: 135 g / m ² Luxomagic |
| Binding | Two staples in spine |
| Print run | 5000 pcs. |

Our offer for your individual advertisement:

| | |
|---------------------------------------|-------|
| – 1 additional page | 150 € |
| – 1 page in the center | 200 € |
| – 1 page inside cover (back or front) | 200 € |
| – 1 page back cover | 350 € |

All customized advertising space will be invoiced additionally for the full fee.

The dimensions for each page are 210 mm in height and 120 mm in width.

The prices do not include the applicable VAT which will be added to the net total.

Please send your print-ready document files to the following email address:

ludger@xilogo.de

Or by regular mail service to:

Ludger Hörmann
Rosäckergasse 2a
76571 Gaggenau-Michelbach

Copy deadline is 31 December 2008.

(Should we receive your documents after this date we shall have to use your advertising documents from the year before. Please let us know if you would like us to use these documents for this year's advertising too.)

File formats:

If you would like to send pictures or complete advertisements, the data must be sent in PDF, TIF, or JPG format.

Print resolution must be set to 300 dpi at least.

Set color space to CMYK or Grayscale.

Important: Please do not send films or Word files!!
Please understand that time required to edit or retouch your files will be charged to your account.

With best regards

The SPEZI TEAM