

# Advertisement Form

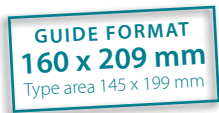
**Advertise at WOMEX and the world music community is yours:** Every registered delegate and media representative receives the indispensable **WOMEX Guide**, the **WOMEX Bag with Name Tag and Inserts**, the **Lanyard** for the badge, the **Wristband** worn for 5 days and a free **virtualWOMEX membership**. The Guide, with its full schedules, pace-setting and provocative essays and vital information on every delegate and company, is the must-have resource book for the world music community – and one of the top-3 assets of WOMEX participation used all year round, according to our delegates. **You can also advertise directly on our website. And if you join virtualWOMEX, you can present yourself, your activities, your company, your artists and more.** Users come back all-season to [www.womex.com](http://www.womex.com) for updates, the vast contact database, and the presentation of artists, even Showcases online. [www.womex.com](http://www.womex.com) – keeping the world music community informed and in touch.

## I/We will book an Advertisement/Insert for WOMEX 09

company name \_\_\_\_\_ contact person \_\_\_\_\_  
 street / post code / city / country \_\_\_\_\_  
 tel / fax \_\_\_\_\_ eMail / website \_\_\_\_\_

### 1. ADVERTISEMENT IN THE GUIDE – Rates and details See next page for Advertisement Specifications

**Booking deadline** Fri 28 August 2009 | **Delivery deadline** Fri 4 September 2009 | **Publishing date** Wed 28 October 2009 | **Print run** 3.100 copies



All measures are width x height	B/w	4 colour	AMOUNT
<input type="checkbox"/> <b>full page bleed</b> 160 x 209 mm + 5 mm bleed	€ 750,-	€ 1.000,-	€
<input type="checkbox"/> <b>half page</b> <input type="checkbox"/> horizontal 145 x 97 mm <input type="checkbox"/> vertical 70 x 199 mm	€ 440,-	€ 625,-	€
<input type="checkbox"/> <b>one-third page</b> vertical only 50 x 199 mm	€ 370,-	€ 510,-	€
<input type="checkbox"/> <b>quarter page</b> <input type="checkbox"/> horizontal 145 x 47 mm <input type="checkbox"/> vertical 70 x 97 mm	€ 315,-	€ 440,-	€
<input type="checkbox"/> <b>SPECIAL POSITIONS</b> add 80% for inside front (on front flap), 50% last Guide page (inside), 70% inside back (on back flap) and 100% for back cover			€

### 2. BAG INSERT – Rates and details

**Booking deadline** Fri 9 October 2009 | **Delivery period** Mon 19 – Fri 23 October 2009 | **Delivery address** to be announced

per insert = 1 item x 3.500 copies (to be confirmed) for all WOMEX Bags € 500,- €  
 → description of insert \_\_\_\_\_

### 3. EXCLUSIVE ADVERTISEMENT – Place your brand/logo on the WOMEX Bag, the WOMEX Bag Name Tag, Lanyard or Wristband

**For deadlines** contact us at [advert.09@womex.com](mailto:advert.09@womex.com)

WOMEX Bag from € 5.000,-  WOMEX Bag Name Tag € 1.000,-  WOMEX Lanyard € 3.000,-  WOMEX Wristband € 2.000,- €

### 4. ONLINE ADVERTISEMENT – Rates and details See next page for Online Advertisement Specifications

**banner (S)** on [www.womex.com](http://www.womex.com) 1.000 adViews = 20 € (min 5.000 adViews to book, max 40.000) Views: €  
 **banner (M)** on [www.womex.com](http://www.womex.com) 1.000 adViews = 30 € (min 5.000 adViews to book, max 40.000) Views: €  
 **banner (L)** on virtualWOMEX logout page 1.000 adViews = 20 € (min 5.000 adViews to book, max 40.000) Views: €

**Present your company/artist/... at virtualWOMEX:** free of charge if you register for WOMEX 09 or € 99 for a 1-year-membership, € 55 for a half-year-membership. Please register at [www.registervirtual.womex.com](http://www.registervirtual.womex.com) – credit card payment only!

<b>NOTE: PRICES NET*</b> 19% VAT TO BE ADDED (if applicable – see next page for more info)	subtotal1	€
	add 19% VAT	€
	subtotal2	€
	add 5% handling fee to subtotal 2 for credit card payment	€
	<b>Total Payment</b>	€

#### 2009 Advertisement Policies – Please Read:

1. In € (Euro) currency only / 2. All prices NET, 19% VAT to be added, if applicable / 3. Payments can be made in cash, by credit card or bank transfer – no cheques accepted / 4. All bank costs to be covered by sender / 5. For credit card payment WOMEX charges 5% handling fee / 6. Deadlines are for receipt of payment / 7. Booking only valid with a completed advertisement form and full payment / 8. Proof of full payment must accompany booking form / 9. WOMEX will not be responsible for any 3rd party liability incurred by participants as a result of any alteration of format, date and location of the event / 10. Booking orders are accepted subject to capacity / 11. Any cancellation must be received in writing, refund is subject to a 20% administrative charge / 12. No Advert refunds after Fri 4 Sep 2009, no Insert refunds after 9 Oct 2009.

#### I agree with the WOMEX 09 Advertisement Policies

PLEASE SIGN HERE

signature/date \_\_\_\_\_ print name \_\_\_\_\_

**WOMEX 09**  
**Copenhagen | Denmark**  
**28 Oct – 1 Nov**

Return to **WOMEX**  
 Bergmannstr. 102 | 10961 Berlin | Germany  
 Tel +49 30 318 614 30 | Fax +49 30 318 614 10  
[advert.09@womex.com](mailto:advert.09@womex.com) | [www.womex.com](http://www.womex.com)

**All Bank transfer to:** Piranha WOMEX AG  
**Bank:** Berliner Volksbank  
**Intl.:** IBAN DE24 1009 0000 5255 062 001 / BIC (Swift) BEVODEBB  
**Nat.:** BLZ 1009 0000 / Konto-Nr. 5255 062 001  
**Bank Address:** Budapester Str. 35, 10787 Berlin, Germany  
**Don't forget to write:** WOMEX! / detailed reason for transfer

#### CREDIT CARD Amex Master/Euro Visa

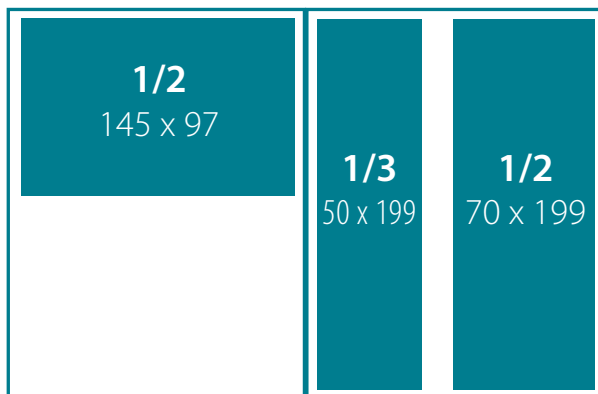
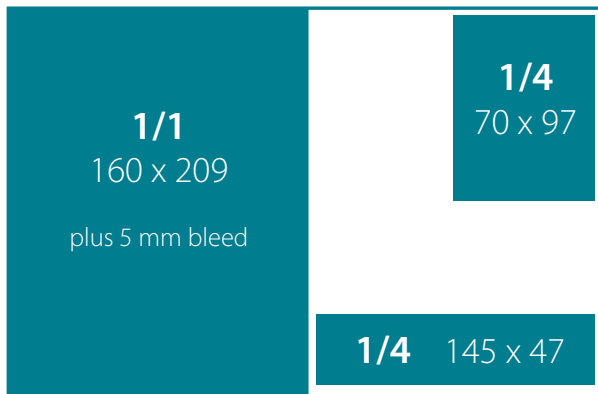
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 Expiry date \_\_\_\_\_ Card verification number \_\_\_\_\_

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 Card number \_\_\_\_\_

\_\_\_\_\_  
 Name on card

\_\_\_\_\_  
 Signature of card holder

## Print Advertisement Specifications



### DEADLINES

Book your ad before Fri 28 August 2009  
Deliver your ad before Fri 4 September 2009

### ARTWORK

Artwork should be submitted digitally – via FTP upload – meeting the following specifications: Best practice is to supply as a single closed high resolution PDF-file (file format: PDF 1.2 or higher), with all fonts and images embedded and correct preview.

Colour in CMYK (RGB, Pantone or Spot colours are not permitted).

**Contact us in time for FTP upload details at [advert.09@womex.com](mailto:advert.09@womex.com).**

Small files (max. 10 Mb) can be sent via email to [advert.09@womex.com](mailto:advert.09@womex.com).

### MEASUREMENTS

All measurements are in mm, horizontal x vertical.

**WOMEX Guide format:** 160 x 209 mm (6.3" x 8.23")

**For full page bleed artwork:** add 5 mm to all sides

**Type area:** 145 x 199 mm (5.7" x 7.83")

Please take into account the type area measurements to avoid important ad content being cut!

### POSITION

Advertisements are usually positioned on the left hand side.

## Online Advertisement Specifications

**Small Banner on [www.womex.com](http://www.womex.com)** (180 x 150): max. 15 kbyte / placed in the middle column / rotating / linked to your homepage / gif, jpg, flash or html / automatically deactivated after period specified in the adViews contract / you will receive your own login for online statistics

**Medium Banner on [www.womex.com](http://www.womex.com)** (300 x 250): max. 20 kbyte / placed directly underneath the top news / rotating / linked to your homepage / gif, jpg, flash or html / automatically deactivated after period specified in the adViews contract / you will receive your own login for online statistics

**Large Banner on [virtualWOMEX logout page](#)** (up to 600 x 400): max. 100 kbyte / rotating / linked to your homepage / gif, jpg, flash or html / automatically deactivated after period specified in the adViews contract / you will receive your own login for online statistics

**NOTE: PRICES NET\***  
19% VAT TO BE ADDED  
(if applicable)

\* According to the the German VAT Act (UStG § 3a, Absatz 3, in Verbindung mit Absatz 4 Nr. 2), **non-German WOMEX customers purchasing WOMEX advertisement should not be taxed in Germany. German customers, however, are obliged to pay 19% VAT.**