

Shanghai Show Daily

2011年10月11日-14日/ October 11-14,2011

music prolight+sound
CHINA SHANGHAI

2011中国(上海)国际乐器展览会
2011上海国际专业灯光音响展览会



messe frankfurt

www.shanghai-show-daily.com

Rate Card 2011

Music China
Prolight+Sound Shanghai
11.10.-14.10.2011

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music
CHINA



The official daily newspaper of the Music China/ Prolight+Sound Shanghai

With daily bulletins from the show itself, the Shanghai Show Daily is the preferred medium of communication for those participating in the Music China/Prolight+Sound in Shanghai.

It is aimed at trade visitors and consumers as well as all exhibitors. The Shanghai Show Daily appears with a different issues on each day of the show. It's bilingual in chinese and english.

All news on all days

Many visitors spend more than one day at the Music China/Prolight+Sound Shanghai, on average. For this reason, the product reports appear in all four issues of the Shanghai Show Daily thus ensuring that reach all visitors.

Concise and clearly arranged by topic, the product information is designed to be sifted, read and assimilated in the shortest possible time.

Daily news produced overnight

Besides the business informations, the Shanghai Show Daily offers a selection of highlights that happens at the show – up to date, every day:

- performances by international stars
- business news
- bulletins on the latest developments in the sector
- background information and analysis of trends
- comments and opinions of key players in the industry

Distribution

The Shanghai Show Daily 2011 is handed out to visitors free of charge at the entrances to the trade fair. Prior to that, a copy is delivered hot off the presses to each booth before the fair opens. Visitors and exhibitors can even collect their Shanghai Show Daily 2011 on the transfer-busses from the hotels to the fair centre in the morning.

The Team

The proven, reliable and professional team of the Frankfurt Daily, the journal of the Musikmesse/Prolight+Sound, is going to produce the Shanghai Show Daily in 2011.

Shanghai Show Daily a cooperation of:

music
CHINA

prolight+sound
SHANGHAI



ModernPlayer
现代乐手

PPV MEDIEN

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Deadlines 2011

Editorial

Fri. 09 Sept 2011

Advertisements (booking)

Fri. 09 Sept 2011

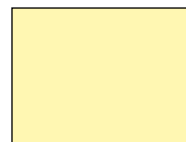
Advertising (copy)

Fri. 16 Sept 2011

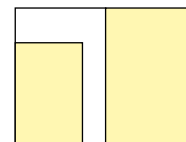
All-In-One-Package (all issues)

Maximum media coverage at an optimal price — Your ad appears in all issues.

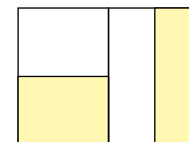
Size	Trim (Bleed 3-5 mm)	b/w	4-colour
In fractions of a page	W x H in mm		
1/1 full size	285 x 420	3.150 €	4.200 €
1/1 regular	210 x 285	2.650 €	3.400 €
1/2 vertical	143 x 420	1.800 €	2.350 €
1/2 horizontal	285 x 210	1.800 €	2.350 €
1/3 horizontal	285 x 140	1.250 €	1.650 €
1/4 portrait	143 x 210	1.050 €	1.250 €
1/4 horizontal	285 x 105	1.050 €	1.250 €
1/6 horizontal	285 x 70	750 €	950 €
1/6 portrait	143 x 140	750 €	950 €
1/8 horizontal	285 x 53	600 €	750 €
1/8 portrait	143 x 105	600 €	750 €
2/1-page	570 x 420	5.850 €	7.850 €
		Motif change	
		100 €	220 €



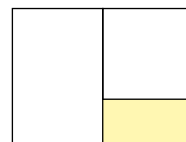
2/1
570 x 420



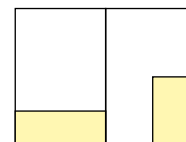
1/1 1/1
210 x 285 285 x 420



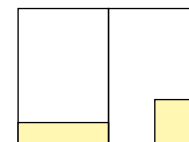
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285 x 210 143 x 420



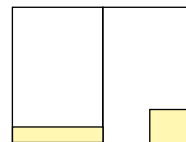
1/3
285 x 140



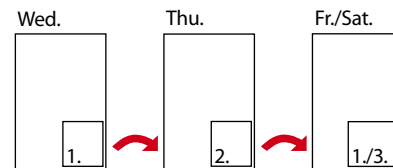
1/4 1/4
285 x 105 143 x 210



1/6 1/6
285 x 70 143 x 140



1/8 1/8
285 x 53 143 x 105



Motif change

Per motif change there is a charge of 220 € (full colour) and 100 € (b/w).

CTP Process

The Shanghai Show Daily is produced using the Computer-To-Plate (CTP) process throughout, so please send us your data in the appropriate format. Please note that films must be digitalized; an additional charge is made for this.

When files reach us before the advertising copy deadline, upon request we will produce a proof for clearance; this is also chargeable. We'll respectfully ask you to use our detailed instructions for pdf-formats that you will receive when placing your order.

Data transmission

Data transfer is of crucial importance to the smooth flow of production. Please note the following points when creating your documents:

- all image data should be in CMYK format with a resolution of 300 dpi (1:1 representation) and should be stored in TIFF or EPS formats.
- overfill and overprint settings should be checked paying particular attention to the correct overprinting of black.
- special colours should be deleted or replaced by CMYK colours
- a trim allowance of 3mm is required.
- whether copying your files to a disc or transmitting them by some other means, please be sure to include all the requisite images and fonts (Type 1 Postscript fonts only).
- please screen your data for viruses prior to transmission. We will delete virus-infected files immediately and these will not be processed.

Delivery as files

We can directly process advertising files produced by the following applications on the Macintosh OS and Windows PC:

QuarkXPress (up to v.6.5), InDesign (up to v.CS2), Freehand (up to v.MX), Illustrator (up to v.12.0), Photoshop (up to v.9.0), hiRes pdf-files.

Images and fonts

When sending us your data, please be sure to enclose all the requisite images and fonts.

Data transfer

Discs: CD-ROM or DVD-R are fine. Please do not send rewritable mediums (e.g. DVD-RW).

Data transfer by FTP

Ask Tobias Hille for the access information
Tel. +49 (0) 8131-56 55-13, tobias.hille@ppvmedien.de

E-mail: Send your documents to: tobias.hille@ppvmedien.de

Printing process

Offset, 4-colour according to DIN ISO 12647, raster width 54 to 60

General Business Terms

1. An „advertising order“ in the sense of the following general terms and conditions is a contract for the publishing of one or more ads of an advertiser on printed material for the purpose of distribution.
2. Advertisements may be called up for publishing within one year after signing the respective contract.
3. If a contract cannot be refilled due to reasons not being the responsibility of the publisher, the client must reimburse the publisher for the difference between the rebate granted and the rebate, which would have been granted, regardless of possible legal obligations. Such reimbursement is not applicable if nonfulfilment of the contract is due to force major within the risk area of the publishing house.
4. The acceptance of advertisements and inserts for particular editions, issues or for special placements within the publication cannot be guaranteed, unless the advertisement or insert has been explicitly placed by arrangement for publishing in particular editions, issues or for special placements within the publication.
5. The publisher reserves the right to refuse individual advertisements - as well as legal confirmed orders and separate advertisements within the scope of an advertising or insert order - if their contents, their origin or their technical condition violate existing laws, official regulations or offends common decency after dutiful estimation of the publisher, or if their publishing is unreasonable to the publisher or the Messe Frankfurt. Insert orders are only binding after presentation of a sample and its acceptance by the publisher. Inserts which will give the reader the impression to be an integral part of the newspaper or magazine due to their format or design or those containing outside ads will not be accepted. The refusal of an order will be immediately announced to the client.
6. The client is responsible for on-time delivery of flawless printing image carriers or of the inserts. The publishing house will immediately request replacement delivery if the printing image carrier was noticeably damaged or appears to be unsuitable. The publisher guarantees the usual printing quality for the medium under contract within the scope of existing possibilities and depending on the quality of the printing image carriers.
7. The client is entitled to a replacement advertisement in case of totally or in part illegible, incorrect or incomplete printing of the advertisement. If the publisher does not react within the time period stipulated by the client, the client is entitled to cancellation of the order. Claim for compensation due to definite non-fulfilment, default on contract signing and no permissible actions are excluded, unless this does apply for intent and gross negligence on the part of the publisher, his legal representative or his

agents. Further liabilities for the publisher are excluded. Complaints must be submitted within four weeks after publication.

8. Sample proofs of newly designed advertisements will only be delivered if explicitly requested. The client is responsible for the correctness of sample proofs returned. The publisher will consider all corrections made as long as these corrections are made known to him within 2 days before the printing deadline.
9. In case of late payment the publisher is entitled to postpone further executions of the contract until payment has been made. He is further entitled to request pre-payment for the remaining advertisements. In case of reasonable doubt of the solvency of the client, the publisher is entitled to make the publishing of additional advertisements a contingent on payment of unpaid invoices and on pre-payment for further advertisements regardless of the initially agreed payment deadline within the duration of the contract.
10. The invoice will be despatched immediately or, if possible, within 14 days of publication of the advertisement. The invoice is due for payment immediately and in full unless different terms of payments or an advance payment have been agreed separately. No rebates will be given for payments made in advance. Written cancellations of advertising orders which reach us at least 10 days before the advertising deadline of the official media data are free of charge. Cancellations later than 10 days before the official advertising deadline will be charged with 25 % of the confirmed amount. All cancellations which are made after the official advertising deadline will be charged with 50 % of the confirmed amount.
11. On request the publisher will attach a sample copy to the invoice. Depending on type and scope of the advertising order, clipped advertisements, whole pages or total issues will be delivered. If a sample copy is no longer available, the publisher will replace it by legally binding declaration confirming the publishing and distribution of the advertisement.
12. Expenses for the production of ordered image carrier films and drawings as well as extensive charges of originally agreed execution requested by the client must be borne by the client.
13. Offset films will only be returned upon special request. The duty of storage ends three month after the publication of the last advertisement.
14. Place of performance is Bergkirchen. Place of jurisdiction in the event of lawsuits is Bergkirchen. If the permanent residence or regular place of stay of the client is unknown at the time of filing a suit or if the client has moved his permanent residence or regular place of stay outside the purview of law, place of jurisdiction is considered to be Bergkirchen.