

# Book World Prague '18

## Book World Prague 2018 promotional materials offer of advertising

**24. International  
Book Fair and  
Literary Festival**

Guest of Honour: Israel

**10. – 13. 5. 2018  
Prague Exhibition  
Grounds**

Dear friends,

We would like to take this opportunity to inform you about the promotional materials accompanying BOOK WORLD PRAGUE 2018 – 24th International Book Fair and Literary Festival and our offer of your company's presentation in these materials.

Should you require any assistance or further information, please, do not hesitate to contact us. We look forward to our future co-operation.

**Significant reductions for exhibitors!**

BOOKWORLD.CZ  
  
SVETKNIHY.CZ

Svět knihy, s.r.o.  
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120 00 Praha 2  
info@svetknihy.cz

# TICKETS, BOOKMARKS LOGO

**CLOSING DATE: 28 February 2018**

- ticket measurements: 175 x 75 mm
- print run: 200,000 copies (bookmarks), 50,000 copies (admission tickets)

## CONTENT

- the bookmark is a traditional publicity material that can be produced in large numbers to notify the general public that a book fair is approaching; readers can enter competitions and win free tickets to the event (bookmark includes a competition question)
- your logo and stand number can be shown on the bookmark
- your logo and stand number can be shown on the admission ticket (or an advertisement on the reverse side)

## TARGET GROUP

- the general public, visitors to the fair, the professional public from the Czech Republic and abroad

## DISTRIBUTION

- bookmarks – distributed to bookshops, libraries and other cultural institutions throughout the Czech Republic three months before the fair; copies available (by agreement) free of charge to advertisers, whose stand numbers are also shown on the bookmark

## TECHNICAL PARAMETRES

### **Deliver materials:**

- format: **PDF**
- colours: **CMYK**
- printing resolution: **300 dpi**
- bleed: **5 mm** + crop marks
- text transformed into vector images

### **Deliver logos:**

- preferably in vectors format **PDF, CDR, AI**
- or as pictures: **TIF, JPG** (300 dpi, low compression)



PLACING OF LOGO ON ADMISSION TICKET



SAMPLE ADVERT ON BACK OF BOOKMARK



PLACING OF LOGO ON BOOKMARK

Type of printed material	Measurements (mm)	Price
Tickets, vouchers no. of copies 50,000	20 x 30	10,000 CZK for exhibitors only
Tickets, vouchers Reverse – side advertisement	175 x 75	35,000 CZK
Bookmarks no. of copies 200,000	20 x 10	7,000 CZK for exhibitors only

VAT AT THE STATUTORY LEVEL IS NOT INCLUDED.

# EVENTS CATALOGUE

**CLOSING DATE: 28 February 2018**  
**30% DISCOUNT FOR EXHIBITORS**

■ programme listing – up to 200 characters including spaces – is free of charge; for each additional block up to 10 characters (including spaces) – CZK 100

■ format: 148 x 210 mm

■ print run: 20,000 copies

■ high-quality print production, full-colour

## CONTENT

■ promotion of the programmes of registered exhibitors and non-exhibiting firms within the framework of the Book World Prague fair

■ complete chronologically-ordered guide to the literary festival, including profiles of participating foreign authors and “Who’s When” index

■ introduces thematically-structured programmes that form part of the main programme blocks of the literary festival

■ includes supplement in English with international programmes

## TARGET GROUP

■ visitors to the fair, the general public from the Czech Republic and abroad, journalists, students

## DISTRIBUTION

■ two weeks before the start of the fair, to places including bookshops, libraries and cultural centres

■ while the fair is in progress provided to visitors free of charge with admission tickets and available at the Information stand and press centre

■ online version at [www.svetknihy.cz](http://www.svetknihy.cz) and [www.bookworld.cz](http://www.bookworld.cz)

## TECHNICAL PARAMETRES

### **Deliver materials:**

■ format: **PDF**

■ colours: **CMYK**

■ printing resolution: **300 dpi**

■ bleed: **5 mm** + crop marks

■ text transformed into vector images

■ adverts should leave a safe zone of **10 mm** (i.e. text and other components must be set at a minimum distance of 10 mm from the edge to ensure that they are not drawn into the spine).



**SAMPLE ADVERT**

Page	Specification	Measurements (mm)	Price/colour
1/1	Net size	148 x 210 (+ 5 edge)	<b>19,500 CZK</b>
1/2	Trim size (horizontal)	60 x 183	<b>11,300 CZK</b>
1/2	Trim size (vertical)	124 x 89	<b>11,300 CZK</b>
<b>Cover</b>			
2nd page	Net size (vertical)	148 x 210 (+ 5 edge)	<b>25,800 CZK</b>
3rd page	Net size (vertical)	148 x 210 (+ 5 edge)	<b>25,800 CZK</b>
4th page	Net size (vertical)	148 x 210 (+ 5 edge)	<b>booked</b>
<b>Inserted ads</b>			<b>1 CZK/1 pcs</b>

VAT AT THE STATUTORY LEVEL IS NOT INCLUDED.

# EXHIBITORS' CATALOGUE

**CLOSING DATE: 28 February 2018**  
**30 % DISCOUNT FOR EXHIBITORS**

- format: 120 x 195 mm
- print run: 1,500 copies (some on CD)
- high-quality print production, combination of black-and-white and colour pages

## CONTENT

- directory of exhibiting firms and professional organizations or firms whose business is connected with the nomenclature of the fair – comprehensive survey of delegates at the fair
- bilingual (Czech-English) – important information

## TARGET GROUP

- visitors to the fair, the professional public from the Czech Republic and abroad, members of the general public with an interest in books, etc.

## DISTRIBUTION

- at Book World Prague and other events held by the Book World company and the Association of Czech Booksellers and Publishers; online version at [www.svetknihy.cz](http://www.svetknihy.cz)

## TECHNICAL PARAMETRES

### **Deliver materials:**

- format: **PDF**
- colours: **CMYK**
- printing resolution: **300 dpi**
- bleed: **5 mm** + crop marks
- text transformed into vector images
- adverts should leave a safe zone of 10 mm (i.e. text and other components must be set at a minimum distance of 10 mm from the edge to ensure that they are not drawn into the spine).

### **Deliver logos:**

- preferably in vectors format **PDF, CDR, AI**
- or as pictures: **TIF, JPG** (300 dpi, low compression)

### **Supplementary text:**

- Will be published in the list of exhibitors after the firm's address. Please deliver the text on the pre-printed template in this form or on the separate A4 sheet. In the latter case, state the exact number of occupied lines at a density of 70 characters per line. Spaces between words and diacritic marks are also considered as valid characters. Each line started is understood to be an occupied line. One line of 70 characters free of charge, additional text CZK 200 for every new started line – max. 350 characters; price includes translation into Czech.



SAMPLE ADVERT 1/1

Page	Specification	Measurements (mm)	Price/b&w	Price/colour
1/1	Net size (vertical)	120 x 195 (+ 5 edge)	8,400 CZK	10,400 CZK
1/2	Trim size (horizontal)	98 x 76	4,520 CZK	7,800 CZK
<b>Cover</b>				
<b>2nd page</b>	Net size (vertical)	120 x 195 (+ 5 edge)		17,500 CZK
<b>3rd page</b>	Net size (vertical)	120 x 195 (+ 5 edge)		15,600 CZK
<b>4th page</b>	Net size (vertical)	120 x 195 (+ 5 edge)		booked
<b>Inserted ads</b>				19,500 CZK

VAT AT THE STATUTORY LEVEL IS NOT INCLUDED.

# RENT OF ADVERTISING SPACES DISTRIBUTION OF PROMOTIONAL MATERIALS

**CLOSING DATE: 31 March 2018**  
**30% DISCOUNT FOR EXHIBITORS**

## CONTENT

- advertising space to draw attention to your company and products you are offering
- placing of advertising panels and roll-ups at agreed locations (graphics produced on request)
- distribution of leaflets at cash desks, in the foyer by the main entrance, in front of both wings of the Palace of Industry, direct distribution to individual stands

## TARGET GROUP

- visitors to the fair, the professional public from the Czech Republic and abroad, the general public

## DISTRIBUTION

- at a prominent place in the foyer, at locations in the press and information centres (on stands)



ADVERTISING PANELS

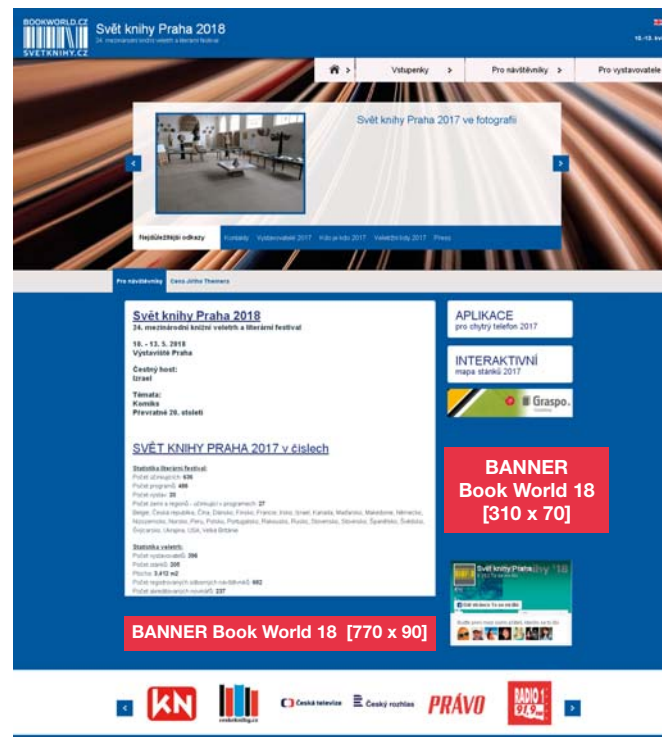
**PLEASE NOTE**

**THE DISTRIBUTION  
OF ADVERTISING  
MATERIALS  
on the Prague Exhibition  
Grounds premises  
without the organiser's  
prior consent is not  
allowed!**

Location	Type of advertisement	Price
Advertising panel, position based on prior agreement	Rent and placing of the panel (100 x 250 cm) <b>Price does not include graphic design!</b>	<b>6,400 CZK</b>
		<b>2,000 CZK / day</b>
Advertising roll-up, position based on prior agreement	own roll-up	<b>5,500 CZK</b>
		<b>1,500 CZK / day</b>
Palace of Industry	Distribution of advertising materials	<b>1,500 CZK / day</b>
Ticket offices	Distribution of advertising materials	<b>190 CZK / 100 pcs</b>
Stand-to-stand distribution	Distribution of advertising materials	<b>190 CZK / 100 pcs</b>
Foyer, left and right wing entrances	Advertising materials in ad stands	<b>700 CZK / day / slot</b>

VAT AT THE STATUTORY LEVEL IS NOT INCLUDED.

# ADVERTISING ON THE WWW.BOOKWORLD.CZ WEBSITE



## 30% DISCOUNT FOR EXHIBITORS

### CONTENT

- promotion of firms and individual products on the company's website or the latest annual publication for the fair
- on the site you will find complete information on the **Book World Prague 2018** book fair and literary festival, including online application forms and the complete programme, application software for smartphones, Facebook and interactive fair map
- very high visit rate

### TARGET GROUP

- the professional public from the Czech Republic and abroad, the general public, members of the general public with an interest in happenings in the world of literature and books

### PUBLICITY

- the website, for use abroad in English at [www.bookworld.cz](http://www.bookworld.cz), is promoted in all materials; it is an important source of information for exhibitors, visitors and the professional public

Production
Individual agreement

## TECHNICAL PARAMETRES

### Banner Book World 18

- formats: **jpg, png, gif** (static)
- size: **up to 50 kB**
- the primary colour of the banner must not be of a shade that blends with the webpage background or else the banner must have a black frame with a minimum width of 2 px
- **Concerning the specifics of mobile devices (phones, tablets, etc.)**

When creating a banner it is necessary to reckon with responsive web design – i.e. until the limit of mobile display is reached, the size of the banner will reduce along with that of the webpage. A creatively-produced banner will be effective also for proportional display with a minimum width for 166 px (small banner) and 506 px (large banner).

Type of advertisement	Specifications	Price
Name of title, cover, brief description, publisher link	1 month	500 CZK
Text – only information	1 month	250 CZK
Type of advertisement	Specifications	Price
Banner / Book World 18 / 770 x 90 Pix	1 month	9,500 CZK
Banner / Book World 18 / 310 x 70 Pix	1 month	6,500 CZK
Company logo with link / Book World 18	1 month	1,500 CZK

VAT AT THE STATUTORY LEVEL IS NOT INCLUDED.