

FORM 7 DIRECTORY ADVERTISING (Optional)

Please complete and return this copy to:

CMP Media Korea Co Ltd

8F Woodo Bldg, #129-3 Sangbong-dong, Jungrang-gu, Seoul 131-861, Korea

Tel: +82-2-6715 5400 Fax: +82-2- 432 5885 E-mail: xpochem@cmpmediakorea.com xpopharm@cmpmediakorea.com

DEADLINE: 30 September 2008

Company		Booth No	
Contact		Dept/Position	
Tel		Fax	
E-mail		Signature	
Date			

The official Fair directory will be distributed to exhibitors, trade visitors and trade associations as well as international trade buyers. It is also an effective promotional method.

Advertising order in show directory

Item (Colour, full page)	Rate (US\$)	No. of advertisement	Cost (US\$)
Inside Front Cover	2,500		
Inside Back Cover	2,500		
Back Cover	3,000		
Next to Entry	2,000		
R. O. P	1,700		
Total Amount			

- We understand that our advertisement order will only be processed when we enclose with this FORM the full payment of the advertising fee by T/T before the deadline.
- Production costs for ad film and colour proof are not included in the above rates and the advertiser should provide all materials. Special colour will not be accepted.

Please submit material for advertisements in the show directory to the Organiser by **7 October 2008**.

• Hard-copy material requirements

- Full page -150mm(W) x 225mm(H) actual size.
- Screen - 175 lpi
- Materials required positive film with colour proof

• Soft-copy material requirements for CD-Rom and Diskettes

All files should be produced by Macintosh and saved in one of the following formats: QuarkXpress (version 3.3 or lower), Adobe Photoshop (version 6.0 or lower), Adobe Illustrator – version 9.0 or lower)

- File format : 300 dpi (tiff, ai, jpeg)
- All images need to be in 1:1 scale in order to produce the best quality.
- Please email the advertising design layout to ella@cmpmediakorea.com
- Material requirements for files sent by email should be a finalized 300 dpi in trimmed size

Bank Details for Telegraphic Transfer

Payee Name : CMP Media Korea Co Ltd **Bank Name :** Korea Exchange Bank (Mang-U Station Branch)
74-46, Sangbong-dong, Jungrang-gu, Seoul, Korea **Account No. :** 300-22-01152-5 **Swift Code :** KOEXKRSE

* All banking charges, if any, are to be borne by the applicant. * Please fax a copy of bank transmission memo on remittance.