

Daily Edition

JUNE
13TH-15TH
2017

BUDAPEST,
HUNGARY



THE DAILY EDITION
WILL REACH OVER
7,000
COFFEE
PROFESSIONALS
AT THE EVENT
IN 2017

The Daily Edition is an exclusive opportunity for exhibitors and members to communicate important messages to attendees at the World of Coffee Budapest 2017, held June 13-15, in Budapest, Hungary.

Exhibitors can reach show attendees with key sales messages in **The Daily Edition**, which will be published three times during the event and handed out to attendees Tuesday through Thursday mornings. Each issue will feature important up-to-the-minute news and photographic coverage.

The Daily Edition reaches thousands of coffee professionals at precisely the right time, as they start their day at World of Coffee. Advertising in **The Daily Edition** guarantees high visibility and maximum traffic at the show for your company and its exhibit booth.



“The Expo is an important show for Probat Burns and we want to maximize our presence there. Advertising in The Daily Edition gave us immediate, on-site exposure to attendees and other exhibitors, helping drive traffic to our booth. We are proud to have been part of the inaugural issue of The Daily Edition!”

- Launtia Taylor, Vice President, Probat, Inc.



TO RESERVE ADVERTISING, CONTACT: KEITH AMOS | +44 1245 42 60 60 | KEITHA@SCA.COFFEE

SPECIALTY COFFEE ASSOCIATION | SCA.COFFEE

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ADVERTISING RATES & SIZES

AD TYPE	SIZE (W x H)	1X	2X	3X
Front Strip	8.5" x 11" (215.9mm x 279.4mm)	€2,800	n/a	n/a
Front Page Photo	8.5" x 11" (215.9mm x 279.4mm)	€4,700	n/a	n/a
Exhibitor of the Day	(Full page across from inside cover)	€3,700	n/a	n/a
Outside Back Cover	8.5" x 11" (215.9mm x 279.4mm)	€4,200	n/a	n/a
Full Page	8.5" x 11" (215.9mm x 279.4mm)	€2,700	€4,500	€5,600
1/2 page (horizontal)	8.5" x 4.25" (215.9mm x 107.95 mm)	€1,900	€2,900	€4,400
1/2 page (vertical)	3.75" x 9.875" (95.25mm x 250.825mm)	€2,100	€3,400	€5,100
1/4 page (vertical)	3.75" x 4.833" (95.25mm x 122.76mm)	€900	€1,600	€2,300

DIGITAL EDITION SPONSORSHIP (Banner ad on scaa.org/chronicle and logo in each digital edition article) **€10,000**

DESIGN SPECIFICATIONS

SIZING AND AD CONTENT

Trim size is 8.5" x 11". All critical matter or illustrations should be kept at least 1/4" from all trim edges. SCA cannot edit or revise images or copy - all deliverables must be sent sized to specifications and will be returned to the advertiser to adjust should a file be sent that is incorrectly sized. Ad copy will not be reviewed or edited for misspellings, grammatical, errors, or punctuation. SCA retains the right to refuse ads that are deemed inappropriate or offensive.

PRINTING/PAPER STOCK

The **Daily Edition** will be printed on a 30% recycled, 80# bound, full color paper; total of 16 pages per issue in a magazine format.

MATERIALS ACCEPTED

High-resolution PDFs in CMYK color format, all fonts embedded; native files with all supporting files, CMYK, and fonts.



**DEADLINE FOR INSERTION ORDERS & MATERIALS:
15 MAY 2017**

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