

# The SPEZI Catalogue 2017

This year we will be publishing the 18th edition of the SPEZI catalogue. This catalogue is presented to every visitor free of charge on purchase of the tickets to the show. We send this publication out to interested customers in the month preceding the fair but demand increases substantially after the show. In this way, the catalogue has a significant marketing effect for exhibitors while at the same time serving as a symbol for the show. You could almost say it's a special bikes annual.

In order to provide as much information and addresses revolving around the topic of "Special Bikes" as possible, we would like to see each exhibitor represented in the catalogue by at least one full-page advertisement. The costs for one full-page ad **without placement preference** (see next page) are already **covered by the SPEZI advertising fee**.

The catalogue also contains reports about recumbents and special bikes, information on the lectures and presentations at the show, an event calendar for 2017 and a complete list of the exhibitors.

The dimensions for each page are 200 mm high and 105 mm wide (there will be no bleed).

## File formats:

**Print resolution:** 300 dpi at least  
**Colour:** Set colour space to CMYK or Grayscale  
**Dimensions:** 105 x 200 mm portrait format  
**File format:** pdf, jpg, or tif  
**Fonts:** embedded (PDF), added (Windows) or converted to paths!

## Important: Please do not send films or Word files!

Please understand that time required to edit or retouch your files will be charged to your account.

**Please send your print-ready document files to the following email address:**

**[ludger@xilogo.de](mailto:ludger@xilogo.de)**

**Copy deadline is 31 December 2016.**

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**Catalogue design:**

Format	210 mm high, 120 mm wide (this is <b>not</b> your ad size)
Print	4/4 colors, Euro scale
Size	Cover: 4 pages Contents: approximately 140 pages
Paper	Cover: 250 g / m <sup>2</sup> Luxomagic Contents: 135 g / m <sup>2</sup> Luxomagic
Binding	Sized
Print run	5000 pcs.

Our offer for your individual advertisement with placement preference:

– 1 additional page	150 €
– 1 page inside cover (back or front)	200 €
– 1 page back cover	400 €

All customized advertising space will be invoiced additionally for the full fee.

The prices do not include the applicable VAT which will be added to the net total.

With best regards

The SPEZI TEAM