

Advertising Kit



Take advantage of the brand opportunities in our special issue for the 2nd Joint CEO Forum in Malaysia this November!

Place your advertisement on the only magazine for sustainable development finance institutions!

ADVANCE FACTS & FIGURES

FACTS YOU SHOULD KNOW BEFORE YOU ADVERTISE

PRESTIGIOUS LAUNCH

ADVANCE Magazine was launched at the ADFIAP 37th Annual Meeting held in Moscow, Russia on April 23, 2014. The event gathered decision-makers from ADFIAP's 113 member-institutions all over the world, and partner-organizations.

All attendees received free copies of the maiden issue of the magazine, which drew ten advertisers.



SOLID PARTNERSHIP

ADVANCE Magazine is jointly published by the:

Association of Development Financing Institutions in Asia and the Pacific (ADFIAP), the focal point for more than 100 development financing institutions in the region;



and

Writers Edge, Inc., an award-winning editorial services company based in the Philippines.



SPREADING THE WORD

By supporting ADVANCE Magazine, you are supporting a **MISSION**.

To keep development financing institutions (DFIs) and other like-minded groups abreast of key issues on financing sustainable development, as well as raise public awareness on the role DFIs play in the larger scheme of things.

No other publication exists for this developmental purpose.

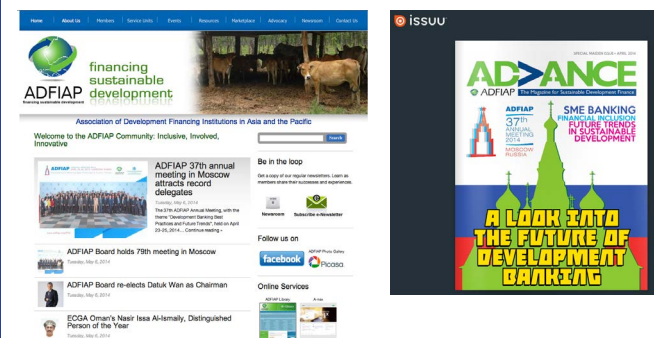


GIVING MORE MILEAGE

Copies of ADVANCE Magazine are given out for free to all members and partners of ADFIAP worldwide. An electronic copy of the magazine is also available on the following websites:

www.adfiap.org

<http://issuu.com>



READERSHIP BASE

The Special Issue of ADVANCE Magazine to be circulated at the International CEO Forum in Malaysia will have the following guaranteed readership base:



113
MEMBER
INSTITUTIONS IN
40 COUNTRIES AND
TERRITORIES





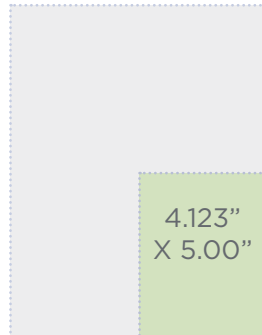
80
MEMBER
INSTITUTIONS IN
AFRICAN
COUNTRIES



40
MEMBER
INSTITUTIONS
IN MALAYSIA



SPECIAL ADVERTISING RATES

Advertisement Type	Advertisement Sizes & Position	Advertisement Cost in US\$	Advertisement Type	Advertisement Sizes & Position	Advertisement Cost in US\$
Front Cover & Cover Story Your institution will be on the magazine cover and your story will be the main feature of the magazine. Guaranteed 4-6 pages, equivalent to 4-6 full-page ads. You save up to US\$8,000! You also get five (5) free copies of the magazine.		10,000.00	2/3 Page, Vertical You also get three (3) free copies of the magazine.		2,500.00
			1/2 Page, Horizontal You also get two (2) free copies of the magazine.		2,000.00
CEO Spotlight Your CEO will be featured in the Q&A special section of the magazine. Guaranteed 3-4 pages, equivalent to 3-4 full-page ads! You save up to US\$7,000 and get five (5) free copies of the magazine.		5,000.00	1/2 Page, Vertical You also get two (2) free copies of the magazine.		2,000.00
Full Page You also get five (5) free copies of the magazine.		3,000.00	1/4 Page You also get one (1) free copy of the magazine.		1,500.00

Members of ADFIAP, ADFIM and AADFI get a 20% discount on all advertisements!

ADVERTISE NOW!

We authorize the Association of Development Financing Institutions in Asia and the Pacific (ADFIAP) to publish our advertisement in the special issue of ADVANCE Magazine that will be circulated at the 2nd Joint CEO Forum to be held in Kuala Lumpur, Malaysia on November 4-6, 2014.

Advertisement Position and Cost (please check):

- Front Cover / Cover Story (US\$10,000)
- CEO Spotlight (US\$5,000)
- Full Page (US\$3,000) 2/3 Page (US\$2,500)
- Half Page (US\$2,000) Quarter Page (US\$1,500)

It is understood that payment shall be made immediately to ADFIAP prior to publication.

Authorized Signatory (printed name and signature):

Date Signed:

Designation / Job Position:

Advertiser's Company / Organization:

Ad Materials Requirement

File format
Print-quality PDF file preferred
EPS, TIFF, Adobe Illustrator accepted
Please put a bleed of 5 mm on each side for trimming.

Color Setup
CMYK

Photo image
300 dpi
All files must be accompanied by links and font types.

Deadlines

Booking (Signed ad contract needed)
On or before September 30, 2014

Ad Materials (Email to ADFIAP)
On or before October 15, 2014

Publication (Distribution of copies)
November 4-6, 2014
2nd International CEO Forum
Kuala Lumpur, Malaysia

All conference delegates to get free copies.

Please submit the following:

1. Advertising Contract (see next page)
Email the scanned signed contract to ADFIAP on or before September 30, 2014.

2. Ad Material
Email the print-quality file to ADFIAP or before October 15, 2014.

Email to (choose one address):
eflorencio@adfiap.org
my@writersedgephilippines.com

CONTACT US FOR INQUIRIES:

ADFIAP Secretariat
Email: eflorencio@adfiap.org
Tel. No. (63 2) 844 9090

Writers Edge
Email: my@writersedgephilippines.com
Tel. No. (639 2) 855 90180