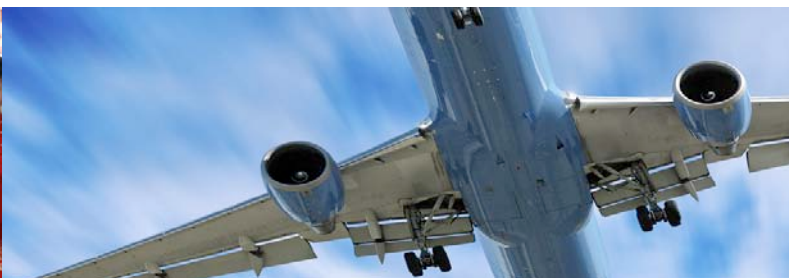


THE COTTM2012 SHOW DAILY



Get the extra edge and mileage for your brand with
The ONLY official show daily at COTTM 2012
The freshest and most insightful read

THE COTTM 2012 SHOW DAILY



COTTM (China Outbound Travel and Tourism Market) is the only business-to-business, outbound tourism dedicated exhibition in China. The exhibition provides a platform for international tourism boards and travel services to meet China's key outbound tour operators. During the 3 days, more than 300 travel organizations, representing all areas of the industry, and 3,300 Chinese buyers from every region of China will conduct numerous business negotiations and reach a multitude of agreements for cooperation with each other.

While showcasing China's booming outbound market, COTTM 2012 not only creates valuable chances for businesses to form closer ties, but also provides incredible marketing opportunities.

2012 COTTM Show Daily is the official publication for this premier event which is proudly presented by Travel Link Daily, the COTTM Official Contractor for Publishing and Advertising.

Travel Link Daily will produce 3 issues of the COTTM Daily publication during the show which will be distributed both onsite and online. 4,000 printed copies will be included in the attendee registration bags for onsite distribution whilst 50,000 digital copies have been allocated for online distribution which will be sent to China's travel professionals through email.

In addition to the 3 'Live' issues above, Travel Link Daily will also provide ADDITIONAL COVERAGE with COTTM pre-show and post-show issues bringing the total number of publications to 4 issues, 3 pre-issues and 1 post-issue. These will be distributed to 50,000 subscribers through email before and after the show to gain more brand awareness and increase business opportunities.

Timetable for COTTM 2012 Show Daily Publications

ISSUE DATE	CLOSE DATE	MATERIALS DUE
April 18, 19 & 20	March 25	April 1

Timetable for COTTM 2012 Pre & Post Show Publications

ISSUE DATE	CLOSE DATE	MATERIALS DUE
January 31	January 20	January 25
February 26	February 16	February 20
March 27	March 17	March 21
April 26	April 16	April 20



Enjoy the Premium and Golden Package

To assist you in increasing publicity for your brand with 2012 COTTM Daily, we provide you with the option of two packages: the Premium Package and the Golden Package.

Premium Package

Package	Ads in 2012 COTTM Daily	Ads in additional coverage	1 Photo report with key customers and partners in 2012 COTTM Daily.	1 Interview with Senior Executive in 2012 COTTM Daily	Charge(USD)
Package1	3 outside back cover Ads	4 full page Ads (second page)	Yes	Yes	16,000
Package2	3 full page Ads	4 full page Ads	No	Yes	12,000
Package3	3 half page Ads	4 half page Ads	Yes	No	7,000
Package4	3 quarter pages Ads	4 quarter page Ads	No	No	4,000

Golden package

Package	Ads in 2012 COTTM Daily	1 Photo report with key customers and partners in 2012 COTTM Daily	Charge(USD)
Package1	3full page Ads	Yes	10,000
Package2	3 half page Ads	No	6,000
Package3	3 quarter page Ads	No	3,000

5 Astounding Reasons to Be Seen With Us!

5

1. We are the **ONLY** official show daily publisher at COTTM 2012!
2. Capitalize on our 4,000 copies in circulation over 3 days!
3. Gain Leverage on our unrivalled email distribution strength and extend your visibility to 50,000 of our subscribers beyond the fair!
4. Take advantage of our Comprehensive Bilingual Format!
5. Maximize your exposure by extending your reach to a diverse market of buyers, including wholesale operators, leisure and MICE specialists from every city of China, through our email distribution of the Show Daily!

If the packages are not suitable for your purposes, you also have the opportunity to choose from a range of single advertising!

Ad Size & Rate for single time you can also chose

PaAds in 2012 COTTM Daily	Size (H*W)mm	Rate (USD)
Quarter Page	180*135	1500/time
Half Page	180*270	2000/time
Full Page	420*297	4000/time
Outside Back Cover(Full Page)	420*297	7000/time

Ads in Pre & Post Show Daily (Pre and post-issue)	Size (H*W)mm	Rate (USD)
Quarter Page	106*96	1000/time
Half Page	160*210	1500/time
Full Page	297*210	2500/time

If you have any enquiries, please contact us!

Beijing Jerry Ma
Tel: (86)10-64301232 ext 12 Email: majingrui@tlmchina.com

Shanghai Ben Wade
Tel: (86)21-63858525 ext 12 Email: weigang@tlmchina.com