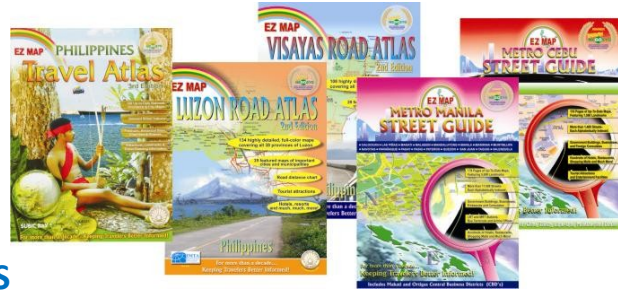




ADVERTISING RATES



TITLE	COPIES	PAGES	SPECIFICATION
EZ Philippines Travel Atlas (PTA)	30,000	360	Size: 20 cm (w) x 26.5 (h)
EZ Luzon Road Atlas (LRA)	20,000	152	Cover: C2S 160 lbs., UV laminated
EZ Visayas Road Atlas (VRA)	10,000	126	Full colors & perfect binding
EZ Metro Manila Street Guide – Handy Version (MSG)	30,000	250	Handy Size: 14 cm (w) x 21.5 (h)
EZ Metro Cebu Street Guide – Handy Version (CSG)	10,000	150	(same above cover & binding)

SHELF LIFE (Visibility) is three (3) to five (5) years to more than 800 retail outlets nationwide. PLUS Website link to UTP's award winning website: ezmaps.ph

15% Savings for Ad placements in all EZ Maps Publications

AD LOCATION	STANDARD SIZE	HANDY SIZE	PTA	LRA	VRA	MSG	CSG	PACKAGE
Cover	20cm (w) x 26.5cm (h)	14cm (w) x 21.5 cm (h)	n/a	150,000	100,000	150,000	100,000	425,000
Inside back cover	20cm (w) x 26.5cm (h)	14cm (w) x 21.5 cm (h)	120,000	100,000	90,000	120,000	90,000	442,000
Full page	20cm (w) x 26.5cm (h)	14cm (w) x 21.5 cm (h)	100,000	90,000	75,000	100,000	75,000	374,000
Half page	18.5cm (w) x 12cm (h)	13cm (w) x 9.75 cm (h)	60,000	50,000	40,000	60,000	40,000	212,000
Quarter page	9cm (w) x 12cm (h)	6.5cm (w) x 9.75cm(h)	35,000	30,000	25,000	35,000	25,000	127,000
Advertorial + photo	9cm (w) x 12cm (h)	6.5cm (w) x 9.75cm(h)	30,000	25,000	20,000	30,000	20,000	106,250
Directory listing	8cm (w) x 3cm (h)	5.5 cm (w) x 3cm (h)	7,500	7,000	5,000	7,500	5,000	27,200

DEADLINES

TITLE	RESERVE AD SPACE	AD MATERIALS	DELIVERY DATE
PTA	Sept. 15, 2010	Oct. 15, 2010	Dec. 15, 2010
LRA	March 31, 2010	April 15, 2010	May 31, 2010
MSG	July 15, 2010	Aug. 15, 2010	Oct. 31, 2010
VRA	Jan. 15, 2011	Feb. 15, 2011	March 31, 2011
CSG	March 15, 2011	April 15, 2011	May 31, 2011

AD Materials must be submitted in PDF or JPEG format no less than 300 DPI or higher resolution. It is necessary to provide UTP the AD color proof to ensure precise color match. Minor modifications are FREE of charge. UTP will charge for major modifications and AD layout.

You want to be seen by your Target Market? And be more visible? Try our EZ Maps publications, your travelling buddy at a very reasonable rates in making your travel nice and easy!

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