



# ICAO MRTD REPORT

## Advertising Rates and General Information

### AD SIZE

### AD FREQUENCY

X1

X2

X3

### FOUR-COLOUR

Full page	9,875	9,130	8,690
Two thirds page	8,195	7,580	7,210
Half page	6,175	5,710	5,435
Third page	4,845	4,480	4,260
Quarter page	3,455	3,190	3,040
Double page	17,775	16,440	15,640
4 <sup>th</sup> cover (OBC)	11,850	10,960	10,430
2 <sup>nd</sup> /3 <sup>rd</sup> covers (IFC & IBC)	11,350	10,490	9,990

### TWO-COLOUR

Full page	8,375	7,740	8,250
Two thirds page	6,955	6,430	6,120
Half page	5,235	4,840	4,605
Third page	4,105	3,790	3,610
Quarter page	2,935	2,710	2,580
Double page	15,075	13,940	13,265

### BLACK & WHITE

Full page	7,475	6,910	6,580
Two thirds page	6,205	5,740	5,460
Half page	4,675	4,325	4,115
Third page	3,665	3,390	3,225
Quarter page	2,615	2,420	2,300
Double page	13,455	12,440	11,840

### DEADLINES AND PUBLICATION DATES

Consult the ICAO MRTD Partnership Community Web site at:  
<http://www.icao.int/Security/mrtd/MRTD2/Pages/MRTDReport.aspx?year=2014>

### AD RATES 2014

- **ADVERTISING RATES ARE QUOTED IN UNITED STATES DOLLARS (U.S.\$).**
- **NO ADDITIONAL CHARGE FOR FULL-BLEED ARTWORK.**
- **RATES APPLY TO DISPLAY ADVERTISEMENTS, CORPORATE PROFILES AND ADVERTORIAL SUBMISSIONS.**

### POSITIONING REQUESTS

Space allocation priority is determined on a client-by-client basis and is dependant on the total advertisement space reserved over a three-issue cycle. Order enquiries should, therefore, clearly indicate the advertisement size, the number of insertions and the specific issues being targeted.

### TECHNICAL REQUIREMENTS

Consult the *ICAO MRTD Report* Advertising Specifications sheet via the ICAO MRTD Partnership Community Web site at:  
<http://www.icao.int/Security/mrtd/MRTD2/Pages/MRTDReport.aspx?year=2014>

### SUBMISSIONS OF WHITE PAPERS

The *ICAO MRTD Report* encourages industry submissions of white papers for inclusion in the publication. Queries should be directed to Caroline Casabon using the contact information shown below.

### FURTHER INFORMATION

Caroline Casabon  
 Tel.: +1.514.954.8219 [ext. 6466] – Fax: +1.514.954.6769  
 E-mail: [ccasabon@icao.int](mailto:ccasabon@icao.int)



# ICAO MRTD REPORT

## Advertising Specifications

### Digital (DTP) file format specifications for Direct Film Output

To submit artwork, please follow the instructions shown below and retain a copy of all files submitted.

Artwork will be accepted with the following specifications only.

STANDARD UNIT SIZE	INCHES		MILLIMETRES	
	Width	Depth	Width	Depth
Publication Trim Size	8 ¼	10 7/8	210	276
<b>Page Size</b>				
Full page	8 ¼	10 7/8	210	276
2/3 page vertical	5 3/8	10 7/8	137	276
2/3 page horizontal	8 ¼	7 ¼	210	184
1/2 page vertical	4 1/8	10 7/8	105	276
1/2 page horizontal	8 ¼	5 7/16	210	138
1/3 page vertical	2 3/4	10 7/8	70	276
1/3 page horizontal	8 ¼	3 5/8	210	92
1/4 page vertical	4 1/8	5 7/16	105	138
1/4 page horizontal	8 ¼	2 3/4	210	70
<b>Double-Page Spread</b>				
Trim Size	16 1/2	10 7/8	420	276
Bleed Size	16 3/4	11 1/8	425	283

### FILE RESOLUTION

All image files must be 300 dpi minimum. If the image is to be reproduced at greater than 100 percent, the reproduction percentage must be multiplied by 300, i.e. if the image will print at 120 percent, the image will need to be submitted at 360 dpi, 300 x 1.2 = 360.

### FORMAT AND PROOFS

All files should be in a high resolution pdf format, created with PDF/x-1a setting, with crop marks and bleed 1/8 in (3 mm) as well as an output at 100 percent. Size, placement and positioning of images, type and graphic elements on the page(s) must be checked carefully. Text and images must be kept inside and away from the trim by 1/4 in (6 mm).

**In addition, a low resolution pdf file of the advertisement must be sent to ICAO for reference purposes.**

### EXTRA TYPESETTING

There is an extra charge for typesetting an advertisement. An approximate cost is available on request and instructions to proceed must be given in writing.

### DELIVERY OF MATERIALS

Via e-mail send to: [ccasabon@icao.int](mailto:ccasabon@icao.int)

Via courier send to:

**International Civil Aviation Organization**

999 University Street, Montréal, Quebec, Canada H3C 5H7

Caroline Casabon

Tel.: +1.514.954.8219 (ext. 6466) – Fax: +1.514.954.6769

E-mail: [ccasabon@icao.int](mailto:ccasabon@icao.int)



# ICAO MRTD REPORT

## Order Form

### PLEASE RESERVE

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> Full page(s)        | <input type="checkbox"/> 2/3 page vertical   | <input type="checkbox"/> 2/3 page horizontal |
| <input type="checkbox"/> 1/2 page vertical   | <input type="checkbox"/> 1/2 page horizontal | <input type="checkbox"/> 1/3 page vertical   |
| <input type="checkbox"/> 1/3 page horizontal | <input type="checkbox"/> 1/4 page vertical   | <input type="checkbox"/> 1/4 page horizontal |
| <input type="checkbox"/> Inside front cover  | <input type="checkbox"/> Inside back cover   | <input type="checkbox"/> Outside back cover  |

### IN THE FOLLOWING

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> Issue 1 _____<br><i>Indicate year</i> | <input type="checkbox"/> Issue 2 _____<br><i>Indicate year</i> | <input type="checkbox"/> Issue 3 _____<br><i>Indicate year</i> |
|--|--|--|

### ADVERTISEMENT DETAILS

- |                                      |                                     |                                      |
|--------------------------------------|-------------------------------------|--------------------------------------|
| <input type="checkbox"/> Black/white | <input type="checkbox"/> Two-colour | <input type="checkbox"/> Four-colour |
|--------------------------------------|-------------------------------------|--------------------------------------|

Cost  x  =

Special instructions

Company Name

Address

City  Province/State

Country  Postal Code

Telephone No.  Fax No.

E-mail address

Authorised by   
*(first name, last name)*

Title



# ICAO MRTD REPORT

## Advertiser Agreement

### PAYMENT

ICAO will send a copy of the invoice by e-mail in a pdf format and post the original to the advertiser. Payment of the advertisement(s) insertion(s) is due within 30 days of receipt of the invoice and can be made by bank transfer, cheque or credit card as indicated below.

**Payment by Bank Transfer**

**Payment by Cheque**

**Payment by Credit Card**

For payment by major credit cards (American Express, MasterCard and Visa), please provide your credit card details below. *Note: the fee is quoted in United States dollars but, for payment by the American Express credit card, it will be charged in Canadian dollars at the UN monthly rate of exchange.*

American Express

MasterCard

Visa

Card number  Expiry date

Cardholder's name

### CANCELLATION POLICY

This Advertiser Agreement may be cancelled by the Agreement signatory, with no penalty, within 30 calendar days of the Order Deadline published by ICAO on the MRTD Partnership Community Web site. If the request for cancellation is received by ICAO later than 30, but within 15 calendar days of the Order Deadline published by ICAO, the advertiser must pay, as a penalty charge, 50% of the applicable fee. Cancellations made after this 15-day period will be subject to a penalty charge of 100% of the fee.

### RETURN THE AGREEMENT

Save the duly completed and signed Agreement and return it by e-mail in a pdf format to: **ccasabon@icao.int**. Alternatively, return it by facsimile to the attention of Caroline Casabon at: **+1 514.954.6769**

### ACCEPTANCE

The undersigned hereby accepts the terms and conditions set forth in this Advertiser Agreement to advertise in the *MRTD Report(s)*.

Signature  Date

**International Civil Aviation Organization**

999 University Street, Montréal, Quebec, Canada H3C 5H7

Caroline Casabon | Tel.: +1.514.954.8219 (ext. 6466) – Fax: +1.514.954.6769 | E-mail: ccasabon@icao.int