

# Discovery Advertising Contract 2008-2009



**GET CONNECTED WITH SEOUL'S INTERNATIONAL COMMUNITY**

To advertise please contact SIWA Advertising: Nadia Bremner

**Email:** [Advertising@siwapage.com](mailto:Advertising@siwapage.com) **Phone:** 010 7704 0603

**Fax:** 02-3466-7110 ( *att. Nadia Bremner, app 1813*)

## DISCOVERY MAGAZINE

DISCOVERY is published by Seoul International Women's Association (SIWA) for its members. SIWA is the longest-running international organization operating in Seoul, with a history going back nearly 40 years. We have nearly 500 regular members and a further 70 honorary diplomatic members. Discovery is an invaluable source of information and a key decision-making tool for all readers. Our membership comprises a dynamic group of women living in Seoul. SIWA is a non-profit organization and our purpose is to further opportunities for sharing cultural, social, community and charitable interests among women of different nationalities.

Discovery magazine is a bi-monthly, full colour, lifestyle magazine. Regular content includes previews and reviews of cultural events, fashion, beauty, interiors, health/fitness, sports, wellbeing, travel (within Korea and abroad), book reviews, welfare report, new members page, Korean food, international cuisine/restaurant reviews, learning Korean and special features.

To view a sample, please go to [www.siwapage.com](http://www.siwapage.com). Click under "Sponsor Us", followed by "Discovery" and click on the link to see a sample.

**ISSUE DATE:** October/November 2008

**AD SUBMISSION DEADLINE:** September 10th 2008

### TERMS AND CONDITIONS FOR ALL ADS:

- The signed contract must be sent to SIWA c/o Nadia Bremner by fax 02-3466-7110 ( *att. Nadia Bremner, app 1813*) or scan via email to [Advertising@siwapage.com](mailto:Advertising@siwapage.com) at least three working days prior to the ad submission deadline.
- It is the advertiser's responsibility to forward the electronic file to the printing company Seoul Selection by deadline.
- Ad prices do not include artwork.
- The advertiser must provide artwork in any of the following formats : JPEG, TIFF, PDF, GIFF
- Ad spaces are allotted on first come first served basis.

### PAYMENT TERMS:

An invoice (with Bank account information) will be sent by SIWA to the advertiser: payment must be made in full by bank transfer within the **first 7 days of the month in which the advertisement shall appear**.

**SIWA Account details:** SC First Bank. Account name: Mariya Maderich

(SIWA) Account number: 199-20-014416

Please write in ENGLISH in capital letters.

<b>Company name:</b>	
Agrees to take the following advertisement and to the terms of this contract and the rates indicated below.	
<b>Contact person</b> Full Name:	Title:
 <b>Mailing Address</b> Number or name of House/Building/Apartment	
Dong	Gu
City	POST CODE □□□-□□□
 <b>Telephone numbers</b> Office:  Cell/Mobile:  Home:	Fax:
 <b>Email address:</b>	
<b>Signature:</b>	<b>Date:</b>
<b>Your signature confirms your company's acceptance of all terms and conditions of this contract</b>	

**Ad Placement Editions and deadline for submission of artwork**  
 (Please tick issues you wish to advertise in)

**DEADLINES 2008-2009**

**Special: A 15% discount will be given to all advertisers signing up for a one year contract. Payment in full is required after the first ad has been published.**

Yes I would like to take advantage of the 15% discount for a one year contract.

**ISSUE DATE** (please tick)

- August/September Edition
- October/November Edition
- December/January Edition
- February/March Edition
- April/May Edition
- June/July Edition

**AD SUBMISSION**

- (Deadline July 10<sup>th</sup> 2008)
- (Deadline September 10<sup>th</sup> 2008)
- (Deadline November 10<sup>th</sup> 2008)
- (Deadline January 10<sup>th</sup> 2009)
- (Deadline March 10<sup>th</sup> 2009)
- (Deadline May 10<sup>th</sup> 2009)

**AD DIMENSIONS AND RATES** (please tick)

	<b>PRICE</b>	<b>DIMENSIONS</b>
<input type="checkbox"/> Opener *	1,600,000 KRW per issue	420(w)x297(h) mm
<input type="checkbox"/> Back Cover	880,000 KRW per issue	210(w)x297(h) mm
<input type="checkbox"/> Inside Front Cover	850,000 KRW per issue	210(w)x297(h) mm
<input type="checkbox"/> Inside Back Cover	850,000 KRW per issue	210(w)x297(h) mm
<input type="checkbox"/> Facing Inside Front	830,000 KRW per issue	210(w)x297(h) mm
<input type="checkbox"/> Regular Page	700,000 KRW per issue	210(w)x297(h) mm
<input type="checkbox"/> Half (1/2) page	380,000 KRW per issue	210(w)x148(h) mm
<input type="checkbox"/> Quarter (1/4) page	270,000 KRW per issue	105(w)x148(h) mm
<input type="checkbox"/> Eighth (1/8) page	180,000 KRW per issue	105(w)x74 (h) mm

Orientations: Half page ads can be either horizontal (landscape) or vertical (portrait).  
 Quarter-page ads can be either horizontal or vertical (quadrant).

Technical specifications: Full Page Bleed 210mm (w) x 297mm (h) 3 mm trim area

\* Opener: two-page ad (inside front cover and opposite page together)

## MEMBERSHIP DIRECTORY

(Annual Publication)

	PRICE	Dimensions
<input type="checkbox"/> Back Cover & Logo on every page	3,100,000 KRW	130 (w)x180(h) mm
<input type="checkbox"/> Inside Front Cover	1,000,000 KRW	130 (w)x180(h) m
<input type="checkbox"/> Inside Back Cover	1,000,000 KRW	130 (w)x180(h) mm

### HOW AND WHERE TO SEND ADS VIA EMAIL OR FTP:

Send to our FTP server (address information below):

Files can be in any of the following formats: JPEG, TIFF, PDF, GIFF

Label your file in English including your company name and the word Discovery e.g.

Any\_Company\_Discovery\_ad.jpg

FTP:

Address: [www.webhard.net](http://www.webhard.net)

Username: SEOULSELECTION

Password: apple

1. Click to on SIWA Discovery Advertisements folder (left hand side)
2. Click on the upload option.
3. A new window should appear, click on any of the 'choose file' options.
4. Select your own file from your computer and click confirm.
5. Once you have uploaded, please email Advertising@siwapage.com and journalist@seoulselection.com to confirm delivery.

For SIWA Use Only:

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