

**THE CERSAIE
POCKET
GUIDE, YOUR
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CERSAIE

Bologna - Italy

22-26 / 09 / 2025



POCKET GUIDE

Distributed for free at the entrances of the FairGrounds throughout the 5 days of Exhibition.

Summary

Positions and rates




Technical specifications and material delivery




Further info




Eugenio Strali • e.strali@cersaie.it

Gabriele Aluigi • g.aluigi@cersaie.it

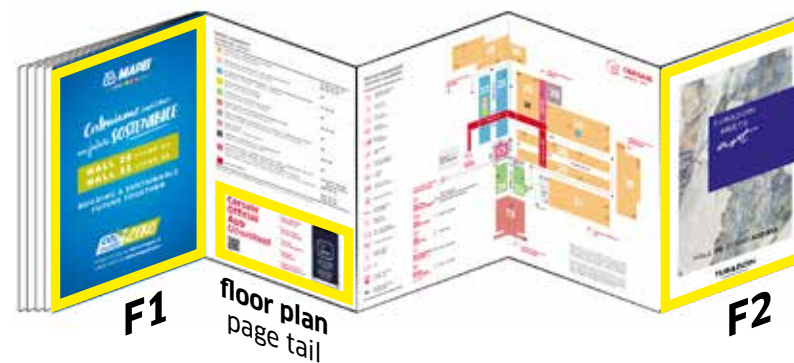
commerciale@cersaie.it - Tel. 051/6646000

Codes		Formats	Dimensions (width x height)	Rates
102022149		COVER TAIL	131x53 mm	€ 6,250.00
102022142		INSIDE FRONT COVER	145X210 mm	€ 3,230.00
102022145		BACK COVER	142X210 mm	€ 10,000.00

Codes		Formats	Dimensions (width x height)	Rates
102022143		TAIL ON THE FIRST PAGE OF TEXT	126X60 mm	€ 3,560.00
102022151		DOUBLE-PAGE	290x210 mm	€ 2,200.00
102022140		FULL PAGE	145X210 mm	€ 1,795.00

Codes		Formats	Dimensions (width x height)	Rates
102022152		COMPANY LOGO FACING THE HALL PLAN	20x9 mm	€ 850.00
102022146		HALL LAYOUT FACING PAGE	145X210 mm	€ 2,570.00
102022147		SINGLE TAIL	126X60 mm	€ 995.00

Codes	Formats	Dimensions (width x height)	Rates
102022144	F1 - FLOOR PLAN FACING PAGE	145X210 mm	€ 3,790.00
102022144	F2 - FLOOR PLAN FACING PAGE	127x210 mm	€ 3,790.00
102022144	R1 - FLOOR PLAN FACING PAGE	134x210 mm	€ 3,790.00
102022144	R2 - FLOOR PLAN FACING PAGE	131x210 mm	€ 3,790.00
102022144	R3 - FLOOR PLAN FACING PAGE	127x210 mm	€ 3,790.00
102022148	FLOOR PLAN PAGE TAIL	126X60 mm	€ 2,250.00
102022150	P - BOOKMARK	65x195 mm	Price upon request



P
Bookmark

Full layout of the front and back covers advertising positions

FILE FORMAT (with no trim) 145x210 mm, (four-colour cmyk)

Technical specifications

Files format:

- **TIF, JPG** (resolution 300 dpi) four-colour (CMYK), with **5 mm trim in addition to the Ad. dimension.**
- **PDF** for printing, **four-colour (CMYK) without spot**, with **5 mm trim** in addition to the Ad. dimension, register marks, centered, **all font embedded.**

Multiple-page pdfs are not accepted

Important:

- No image compression method must be used
- Text or important details must be inset 10 mm from crop marks
- File must not carry Pantone colours
- **Please include the name of your Company in the filename**
- Please provide the contact name, telephone number and e-mail address of **agency or individual who produced Ad.**
- **The Organizer is not responsible for any printing errors** if no proof is supplied or if the material does not adhere to any technical specifications outlined within this document

Material delivery

The material must be sent no later than **06 June 2025**

e-mail: redazione@interpromex.it