Demonstrating your innovations at leading shows!

Interacting regularly with over 200,000 Adsale textile and apparel members

China Textile & Apparel (CTA)  ITMA Asia + CITME 2020 Show Guide

CTA eNewsletter  Webinar
Introduction

China Textile & Apparel (CTA) covers the most important textile and apparel events of 2020, including Interdale, ITM, ITMA Asia + CITME, CI rede Techtextil, Intertextile and ITME etc., through its print magazines, bilingual eNewsletters and official WeChat account. Reaching the Adsale textile database of over 200,000 members by print, online and social media platforms, CTA can help maximize advertisers and their products’ exposure before and after the shows.

CTA held several successful webinars in 2018 and 2019 and we highly recommend its Webinar Services to you for 2020. Before and after mega shows, you can share your company’s latest technology innovations and services with your target groups by inviting them to attend your webinars whenever they have a PC/mobile device at hand.

CTA will gladly provide clients a tailor-made promotions campaign through its database, print publications and bilingual eNewsletters, and WeChat platform. Contact us for a proposal!

China Textile & Apparel (CTA)
- First Issue: 1983
- Language: Simplified Chinese with English excerpts
- Frequency: 2 issues in 2020
- Reach: Over 31,200 Chinese readers per issue
- eBook: www.AdsaleCTA.com

CTA Bilingual eNewsletter
- Language: English, Simplified and Traditional Chinese
- Frequency: 8 issues in 2020 (Mar to Jun Sep to Dec)
- Reach: Over 200,000 textile and apparel buyers worldwide
- Latest Issue: www.AdsaleCTA.com

CTA 2020 Schedule

<table>
<thead>
<tr>
<th>Month</th>
<th>eNewsletter (Bilingual)</th>
<th>Print</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mar</td>
<td>Interdale Preview</td>
<td></td>
</tr>
<tr>
<td></td>
<td>INDEX Geneva Preview</td>
<td></td>
</tr>
<tr>
<td>Apr</td>
<td>Interdale Preview</td>
<td></td>
</tr>
<tr>
<td></td>
<td>YiwuTex Preview</td>
<td></td>
</tr>
<tr>
<td>May</td>
<td>ITMA Turkey Preview</td>
<td>CTA May 2020</td>
</tr>
<tr>
<td>Jun</td>
<td>SportTech Preview</td>
<td></td>
</tr>
<tr>
<td>Sep</td>
<td>Intertextile Shanghai Apparel Fabric Preview</td>
<td></td>
</tr>
<tr>
<td></td>
<td>CI rede Techtextil</td>
<td></td>
</tr>
<tr>
<td>Oct</td>
<td>ITMA Asia + CITME Preview</td>
<td>ITMA Asia + CITME 2020 Show Guide</td>
</tr>
<tr>
<td></td>
<td></td>
<td>CTA Nov 2020</td>
</tr>
<tr>
<td>Nov</td>
<td>ITMA Asia + CITME Ravel</td>
<td></td>
</tr>
<tr>
<td>Dec</td>
<td>ITME India Preview</td>
<td></td>
</tr>
</tbody>
</table>

Editorial Plan

<table>
<thead>
<tr>
<th>Column / Issue</th>
<th>May</th>
<th>October</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feature Story</td>
<td>Automation revives the Asian textile industry</td>
<td>The latest market outlook and manufacturing shift in Asia</td>
</tr>
<tr>
<td>Special Supplement</td>
<td>ITM 2020: Highlights and exhibits</td>
<td>ITMA Asia + CITME 2020: Highlights and exhibits</td>
</tr>
<tr>
<td>Market Focus</td>
<td>eCommerce revolutionizing the fast fashion industry</td>
<td>How do PLM solutions optimize textile manufacturing and supply chain?</td>
</tr>
<tr>
<td>Textile Technology</td>
<td>New technologies for weaving complex patterns</td>
<td>The development prospects of short-staple spinning</td>
</tr>
<tr>
<td>· Spinning / Weaving</td>
<td>The applications of high performance needles</td>
<td>Innovative technology for knitwear and smart wearables</td>
</tr>
<tr>
<td>· Knitting</td>
<td>The game-changing digital printing technologies</td>
<td>Latest developments of denim finishing technology</td>
</tr>
<tr>
<td>· Dyeing, Printing &amp; Finishing</td>
<td>Transparency and traceability for textile supply chain</td>
<td>Digital tools enhance the process of testing and quality control</td>
</tr>
<tr>
<td>· Testing &amp; Quality Control</td>
<td>New dyes for efficient printing process</td>
<td>Safe and non-toxic chemicals for textiles</td>
</tr>
<tr>
<td>· Chemicals</td>
<td>Latest technology for nonwoven personal care and hygiene products</td>
<td>High-end applications of 3D technical textiles</td>
</tr>
<tr>
<td>Ge Eco-Friendly</td>
<td>Sustainable production technology for home textiles</td>
<td>Zero waste fashion: Unlock the potential of recycled textiles</td>
</tr>
<tr>
<td>Shows Watcher</td>
<td>China Interdale 2020 April 8 - 10 Shanghai, China</td>
<td>Intertextile Shanghai Apparel Fabrics (Autumn Edition) Shanghai, China</td>
</tr>
<tr>
<td></td>
<td>ITM 2020 June 2 - 6 Istanbul, Turkey</td>
<td>ITMA Asia + CITME 2020 October 15 - 19 Shanghai, China</td>
</tr>
<tr>
<td></td>
<td></td>
<td>ITME 2020 December 10 - 15 Uttar Pradesh, India</td>
</tr>
</tbody>
</table>

Note: The editorial plan may be amended without further notice. Please contact our editorial department for up-to-date information: cta.edit@adsale.com.hk

Corporate Interview: Interviews of management at textile enterprises
Corporate News: New developments of textile enterprises
New Products: Latest products from major textile technology suppliers
Editorial Deadline: 13 Mar 2020
Booking Deadline: 20 Apr 2020
Ad Material Deadline: 21 Aug 2020
Advertiser in any print issue of CTA 2020 and/or ITMA Asia + CITME 2020 Show Guide will receive a digital ad in 4 issues of eNewsletter for FREE.

Advertisers in CTA May issue will receive a free online ad in every digital eNewsletter issue from March to June to July 2020. Advertisers in CTA October issue and/or ITMA Asia + CITME 2020 Show Guide will receive a free online ad in every digital eNewsletter issue from September to December 2020.

**Print + eNewsletter Package**

<table>
<thead>
<tr>
<th>Print ad booking</th>
<th>Online ad in eNewsletter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Special position ad</td>
<td>One banner ad</td>
</tr>
<tr>
<td>Full page ad</td>
<td>One technology highlight ad</td>
</tr>
<tr>
<td></td>
<td>• Company name &amp; logo</td>
</tr>
<tr>
<td></td>
<td>• Company introduction</td>
</tr>
<tr>
<td></td>
<td>• Hyperlink of company’s website</td>
</tr>
<tr>
<td>Other ad formats</td>
<td>Suppliers’ link</td>
</tr>
</tbody>
</table>

Bonus: Ads on the eBook will be posted on AdsaleCTA.com and delivered to subscribers via our digital CTA eNewsletter and WeChat.

**BIG DISCOUNTS and SPECIAL OFFERS!**

- Special ad position bookings will include a customized eBlast service of 5,000 emails
- Advertiser in both CTA May and October issues will receive editorial priority on the print CTA, ITMA Asia + CITME 2020, the digital CTA eNewsletter and CTA official WeChat account.
- **25% special discount** will be offered to customers who purchase advertisement in ITMA Asia + CITME 2020 Show Guide and CTA 2020 print issues simultaneously (not applicable to special position advertisements)

**Support from Global Textile Industrial Leading Partners**
**Other Promotion Opportunities**

**CTA Bilingual eNewsletter**

**Prestige Sponsorship**
- Publicize your company’s latest news with a banner ad on the eNewsletter’s top right hand corner
- Exclusive for ONE advertiser per issue
- Enjoy extra exposure at CTA WeChat Official Account
- US$2,000 per issue (all languages)

**TOP News!**
- Publicize your company’s latest activities, products and press releases at the top of the headline news section
- Exclusive for ONE advertiser per issue
- Enjoy extra exposure at our CTA WeChat Official Account
- US$1,000 per issue (all languages)

- **Video Ad:**
  - US$3,200 for 4 issues (all languages)

- **Banner Ad**
  - US$3,200 for 4 issues (all languages)

- **Technology Highlight Ad**
  - US$2,000 for 4 issues (all languages)

- **Supplier’s Link**
  - US$1,000 for 4 issues (all languages)

**Professional Advertorial Write-up Services**
- Interview corporate management about new product offerings and the latest company news
- Interview your clients or business partners to share their experience of using your services and products
- Interviews will be published in CTA print issue, digital eNewsletter and WeChat
- Advertisers enjoy copyright permission to publish the articles on their own platforms
- About 800 Chinese words and 2 to 3 photos.

**Package:**

- Twice a year US$10,000
- Once a year US$6,000

* These figures are based on email or telephone interviews only. Individual quotations available for face-to-face interviews on request
eBlast Services

Access the Exclusive Database of Adsale Textile Members Worldwide

1. Select your target groups

2. Confirm order and send-out date

3. Submit your HTML message and subject

6 Simple Steps for Your Customised eBlast Services!

- Easy
- Focused
- Fast Impact

- Well-structured and updated database: select target groups by product category
- Suitable for new product launches, branding and special events promotion
- Cost effective: Guaranteed 100% successful email delivery rate

Advertisers (partial):

- Battenfeld
- Brückner
- Mesdan
- Kern-Liebers
- Loepfe
- Sintex Rimar Group
- Sauberer
- VDMA
- SDL Atlas
- Shima Seiki
- Suessen
- Stäubli

4. Settle payment

5. eBlast send out

<table>
<thead>
<tr>
<th>No. of emails</th>
<th>US$/Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,000 – 4,999</td>
<td>$0.3</td>
</tr>
<tr>
<td>5,000 – 19,999</td>
<td>$0.25</td>
</tr>
<tr>
<td>20,000 or above</td>
<td>$0.2</td>
</tr>
</tbody>
</table>

*HTML file production cost of US$200*
Customize Your Webinar
- Suitable for product launch, event promotion, technical solutions etc.
- Anytime, anywhere - break geographic limitation, reach out to global buyers
- Extensive exposure - benefit from Adsale and CTA's online and offline platforms
- Cost effective - no need business trips for both host and attendees
- Detailed report with attendee list - best tool to evaluate campaign
- Video broadcasting - continue to influence throughout the year

Customized registration
- Audience screening
- Webinar flow management
- Interactive game/survey
- Analytic report
- Post-event video broadcasting

5 Simple Steps
1. Select your target audience →
2. Select your topic, date and time →
3. Submit below promotion materials →
4. Attend a simple training →
5. Host your own live webinar!

Volume Discount:
- 2 Webinars - 5% off
- 3 or more Webinars - 10% off

Promotion Package
- 30,000 eBlasts for target audience invitation
- Invitation through: CTA eNewsletter (Banner ad) / eblast services / CTA WeChat
- 60 minutes Webinar
- No show email follow up
- Video broadcasting for 12 months at www.AdsaleCTA.com

Package Rate: US$5,400

Powered by: gensee
Controlled Circulation

Reaching over 31,200 readers per issue

- Interactive Circulation System:
  Based on the following industrial sectors and advertisers’ target groups, the reader list will be generated for free subscription

Reference information
Readers’ record with email: **86%**
Readers’ record with mobile phone no.: **75%**
No. of new reader data in the 1st half of 2019: **5,754**

### By Sector
- Fibre Manufacturing / Spinning: 38%
- Weaving: 27%
- Knitting: 30%
- Dyeing, Printing & Finishing: 18%
- Apparel & Brand House: 14%
- Nonwovens / Technical Textiles: 18%
- Others: 14%

Note: The sum of the percentages exceeds 100% as some enterprises involve more than one category.

### By Employment Size
- 101-500 persons: 37%
- 501-1,000 persons: 15%
- 1,001-5,000 persons: 14%
- >5,000 persons: 6%
- 1-100 persons: 28%

### By Job Function
- Purchasing Manager: 9%
- R&D / Technical / Quality Control Manager & Engineer: 7%
- Production & Equipment Manager & Engineer: 16%
- Authorized Person / Managing Director / General Manager / Factory Manager / Chief Engineer: 68%
- Others: 3%

### By Region
- Central China: 3%
- Northeast & Northern China: 5%
- Southern China (including Hong Kong SAR): 12%
- Southeast & Southwest China: 2%
- Eastern China & Taiwan Province: 78%

### By Ownership
- Joint-Venture: 34%
- Private: 57%
- State Owned: 7%
- Others: 2%
Global Network for Advertising

Adsale Group

HEAD OFFICE — HONG KONG (香港)
ADSALI PUBLISHING LIMITED
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传真Fax: +852 2516 5119
电邮E-mail: cta@adsale.com.hk
MS. JANET TONG

SINGAPORE
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Suite 77, The Octagon
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Singapore 069534
Tel: +65 3157 3101
E-mail: info@s.g.adsale.com.hk
MS. JEAN HAM

PR CHINA — SHANGHAI (上海)
中国上海市徐汇区宁国路970号
徐汇万科中心11楼1103至1104室
邮编: 200235
电话Tel: +86 21 5187 9766
传真Fax: +86 21 6469 3665
电邮Email: cta@adsale.com.hk
MR. ERIC SHEW

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卓越梅林中心广场 (南区) B座
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邮编: 518049
电话Tel: +86 755 8232 6251
传真Fax: +86 755 8232 6252
电邮Email: cta@adsale.com.hk
黄健锋小姐

Media Representative

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Tel: +39 02 825 3326
Fax: +39 02 825 5019
E-mail: seint@seint.com
MR. CLAUDIO CELATA

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MRI GLOBAL MEDIA NETWORK
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Fax: +91 11 2588 2091
E-mail: mrita@nido.Send.Net.in
MR. J.S. MALHOTRA

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ECHO JAPAN CORPORATION
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Chiyoda-Ku, Tokyo 102-0073, Japan
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Fax: +81 3 3234 2063
E-mail: aso@echo-japan.co.jp
MR. TED ASOSHINA

GERMANY, SWITZERLAND
IFF MEDIA AG
Technoparkstrasse 3
CH-9406 Winterthur, Switzerland
Tel: +41 52 633 0882
Fax: +41 52 633 0899
E-mail: e.haeri@iff-media.ch
MS. EVA HAERRI

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龙华国际有限公司
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电话: +886 04 2512 3015
传真: +886 04 2512 2372
电邮: buildweb@ms23.hinet.net
张健辉先生

USA & CANADA
JUST GLOBAL INC.
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Tel: +1 408 799 2839
Fax: +1 408 716 3200
E-mail: promotion@justglobal.net
MS. MONICA YEOUNG

Advertising
cta@adsale.com.hk

Editorial
tca.edit@adsale.com.hk

雅式出版有限公司
Adsale Publishing Ltd

(Adsale Group) Adsale.com.hk
Advertisers in the print issues of CTA 2020 will receive an online ad in 4 issues of the digital CTA eNewsletter at NO EXTRA COST.

**Print + eNewsletter Package**

<table>
<thead>
<tr>
<th>Print ad booking</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Special position ad</td>
<td>One banner ad</td>
</tr>
<tr>
<td>Full page ad</td>
<td>One technology highlight ad</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>- Company name &amp; logo</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>- Company introduction</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>- Hyperlink of company’s website</td>
</tr>
<tr>
<td>Other ad format</td>
<td>Suppliers’ link</td>
</tr>
</tbody>
</table>

Bonus: Ads in the eBook will be Ads@CTA.com, CTA WeChat platform and delivered via CTA eNewsletter

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**Advertising Rate (USD per package)**

*China Textile & Apparel (CTA) – Print + eNewsletter*

<table>
<thead>
<tr>
<th>Sections</th>
<th>Ad Items</th>
<th>1X</th>
<th>2X</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Inside Pages</strong></td>
<td>Full Page</td>
<td>5,680</td>
<td>5,460</td>
</tr>
<tr>
<td></td>
<td>Junior Page</td>
<td>4,320</td>
<td>4,150</td>
</tr>
<tr>
<td></td>
<td>1/2 Page</td>
<td>3,770</td>
<td>3,630</td>
</tr>
<tr>
<td></td>
<td>1/3 Page</td>
<td>3,500</td>
<td>3,370</td>
</tr>
<tr>
<td></td>
<td>1/4 Page</td>
<td>2,680</td>
<td>2,580</td>
</tr>
<tr>
<td><strong>Special Positions</strong></td>
<td>Front Cover</td>
<td>9,200</td>
<td>8,840</td>
</tr>
<tr>
<td></td>
<td>Gatefold at Inside Front Cover</td>
<td>10,210</td>
<td>9,810</td>
</tr>
<tr>
<td></td>
<td>Inside Front Cover</td>
<td>7,990</td>
<td>7,670</td>
</tr>
<tr>
<td></td>
<td>Next to Inside Front Cover</td>
<td>7,870</td>
<td>7,560</td>
</tr>
<tr>
<td></td>
<td>Next to Content Page</td>
<td>7,750</td>
<td>7,450</td>
</tr>
<tr>
<td></td>
<td>Next to Editors’ Note</td>
<td>7,630</td>
<td>7,320</td>
</tr>
<tr>
<td></td>
<td>Back Cover</td>
<td>8,530</td>
<td>8,200</td>
</tr>
<tr>
<td></td>
<td>Gatefold at Inside Back Cover</td>
<td>9,470</td>
<td>9,100</td>
</tr>
<tr>
<td><strong>Special Programs</strong></td>
<td>Full Page Advertorial</td>
<td>3,410</td>
<td>3,280</td>
</tr>
<tr>
<td></td>
<td>1/2 Page Advertorial</td>
<td>2,260</td>
<td>2,180</td>
</tr>
<tr>
<td></td>
<td>1/3 Page Showcase</td>
<td>660</td>
<td>660</td>
</tr>
</tbody>
</table>

We provide write up and translation services for advertorial at US$380

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**Special Offers:**

1. Each print ad will receive an online ad in each of the 4 digital CTA eNewsletter issues. A print ad in CTA May or October issues means the online eNewsletter ad will run from March to June 2020, or September to December 2020 respectively.
2. Advertisers have priority for editorial inclusion in our print CTA issues, digital CTA eNewsletters and the CTA official WeChat account.
3. 5% early bird discount for adverts booked before 31 December 2019
**Advertisement Specifications**

**Sizes of Magazine**

1. **Trim size**: 280mm (H) x 215mm (W)
   **Bleed size**: additional 3mm outside the trim

2. **Type matter at least 5mm from each bleeding edge**

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>HEIGHT (mm)</th>
<th>WIDTH (mm)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1) Full Page</td>
<td>Non-Bleed</td>
<td>248</td>
</tr>
<tr>
<td>(2) Full Page</td>
<td>Bleed*</td>
<td>280</td>
</tr>
<tr>
<td>(3) 1/2 Page</td>
<td>Vertical</td>
<td>248</td>
</tr>
<tr>
<td>(4) 1/2 Page</td>
<td>Vertical Bleed*</td>
<td>280</td>
</tr>
<tr>
<td>(5) 1/2 Page</td>
<td>Horizontal</td>
<td>115</td>
</tr>
<tr>
<td>(6) 1/3 Page</td>
<td>Vertical</td>
<td>248</td>
</tr>
<tr>
<td>(7) 1/3 Page</td>
<td>Vertical Bleed*</td>
<td>280</td>
</tr>
<tr>
<td>(8) 1/3 Page</td>
<td>Horizontal</td>
<td>75</td>
</tr>
<tr>
<td>(9) 1/4 Page</td>
<td>Vertical</td>
<td>115</td>
</tr>
<tr>
<td>(10) 1/4 Page</td>
<td>Horizontal</td>
<td>58</td>
</tr>
<tr>
<td>(11) Gatefold Pages</td>
<td>Bleed*</td>
<td>280</td>
</tr>
<tr>
<td>(12) Front Cover</td>
<td>Bleed*</td>
<td>215</td>
</tr>
<tr>
<td>(13) Junior Page</td>
<td>Vertical</td>
<td>175</td>
</tr>
</tbody>
</table>

* For bleeding advertisement, additional 3mm outside the trim is required.

More detail information, please visit our website: AdsalenCTA.com/ MediaKit

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**Cancellation or Postponement**

1. There is no penalty for ad cancelled in writing at least 4 weeks before the material submission deadline. This does not apply to special position ads.
2. For special position ads, we will accept a cancellation without penalty only if written notification is made at least 6 weeks before the material submission deadline.
3. Penalty fee equivalent to 50% of the advertising rate will be charged if notification of cancellation is received after the deadlines specified in (1) and (2).
4. Disposals for cancelled issues are non-refundative.
5. Requests to postpone an ad are only accepted in writing on or before the material submission deadline and the ad must be published within one year of the original intended publication date. If advertising rates since change, postponed ads will be charged at the revised rate.
6. For non-delivery of advertising material or non-compliance with the cancellation/postponement deadlines, we reserve the right to forfeit the space booked or proceed with publication at our sole discretion. The advertiser shall remain liable for any changes due to the Editor’s decision.

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**Software Specifications**

1. Acceptable software programs include: PageMaker (version 6.5), FreeHand (MX), Illustrator (CS 4), Photoshop (CS 4), Indesign (CS 4) and QuarkXpress (version 6.1) in both English and Chinese versions. Media must be clearly labeled with “MacOS 9 Format” and include a complete list of files.
2. Unacceptable formats include: Windows / PC versions of the software in (1), Microsoft files of any type (Word, PowerPoint, Publisher and Excel), CAD, CorelDraw or any other programs not explicitly listed in (1).
3. Multiple images / layers must be grouped so they remain in position.
4. Image resolution should be at least 300 dpi at actual print size. They must be saved as PDF or AI (with create outline option).
5. Please upload ad files larger than 10MB to our FTP.
6. Colour ads must be submitted in CMYK (RGB files are not acceptable).
7. Fonts must be included (both screen and PostScript).
8. Ads must include process colour proof for printing.

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**Specifications for Ready to Print Files**

1. Files must be in the AI or PDF format with crop marks (bleed adverts must have a bleed area).
2. If advertisers do not submit files in the AI or PDF format, we cannot guarantee the printing quality.
3. Fonts must be embedded in the files.
5. File resolution: 300dpi at actual print size.
6. Advertisers who need accurate colour matching must supply the offset colour proof. We cannot guarantee printing colour accuracy without this.

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**Artwork Production Charge**

- 4C advertisement (include 2 photos only) **US$150**
- 2C advertisement (include 2 photos only) **US$100**

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**Terms & Conditions**

1. The discount for frequent advertisers is calculated by the combined number of advertisements in all Adsalen publications.
2. Rates are based on the number of advertisements purchased in the past 12 months.
3. Colour printing in the rates table refers to the CMYK model - Cyan, Magenta, Yellow and Key (Black).
4. For spot, metallic or fluorescent colours, an additional US$800 per colour per page will be charged on top of the advertising rate.
5. Advertisement translation from English to Simplified Chinese is free of charge (excluding advertortials).
6. We will levy a charge for other services such as ad design, artwork and production etc.
7. Text for advertortials should not contain more than 600 Chinese characters with 2-3 photos. We reserve the right to edit the content.
8. We will not bear any responsibility for errors in the published advertisements due to poor design or an incorrect file provided by the advertiser.
9. We reserve the right to dispose of advertising material not reclaimed after 2 years.
ITMA ASIA + CITME 2020

ITMA ASIA + CITME 2020 has been held in Shanghai, China since 2008 and now takes place every two years. This mega high-quality event is a huge showcase of cutting-edge solutions for textile makers and is strongly supported by all nine CEMATEX European textile machinery associations, the China Textile Machinery Association (CTMA) and the Japan Textile Machinery Association (JTMA). Over 1,700 exhibitors are expected to take part in the show in 2020 in an exhibition space of more than 180,000 square meters, attracting over 100,000 trade visitors to the event from all sectors of the global textile industry.

CTA will publish the latest edition of its valued bilingual ITMA series show guide to provide media support to ITMA Asia + CITME 2020. This handy guidebook, the 13th edition of ITMA series show guide published by Adsale, details the show’s floor plans, highlighting exhibitors’ introductions and showground facilities, and features the show’s latest technology and innovations, key exhibitors’ interviews and updated textile industry market news.

Advertiser who book for an issue of ITMA Asia + CITME 2020 Show Guide will be eligible for an online ad in 4 issues of the CTA eNewsletter (September, October, November and December 2020 issues)

Print + eNewsletter Package

<table>
<thead>
<tr>
<th>Print ad booking</th>
<th>Online ad in eNewsletter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Special position ad</td>
<td>One banner ad</td>
</tr>
<tr>
<td>Full page ad</td>
<td>One technology highlight ad</td>
</tr>
<tr>
<td></td>
<td>• Company name &amp; logo</td>
</tr>
<tr>
<td></td>
<td>• Company introduction</td>
</tr>
<tr>
<td></td>
<td>• Hyperlink of company’s website</td>
</tr>
<tr>
<td>Other ad format</td>
<td>Suppliers’ link</td>
</tr>
</tbody>
</table>

Reach over 50,000 Chinese and Overseas readers

- Insert in CTA October 2020 issue and delivered to Chinese readers
- Deliver to selected groups of Asian buyers outside China
- Distributed onsite during ITMA Asia + CITME 2020 show period
- eBook will be launched at AdsaleCTA.com and official CTA WeChat account
- eBook version will be sent to Adsale textile & apparel members by emails and CTA eNewsletter

Thanks to our ITMA Asia + CITME 2018 Show Guide Advertisers:

A. Piovan, ACM Engineering, ACM, Autefa, Benninger, Biancalani, Bräcker, Corino Macchine, Macchine Caru’, Dani Paolo, Datacolor, Dornier, Fadis, Giesse, Graf, Habasit, Jakob Müller, Kairos, Kern-Liebers, LGL, Loepef Brothers, Loptex, Loris Bellini, Mario Corsta, Marzoli, MCS Dyeing & Finishing, Mesdan, MS Printing Solutions, Novibra, Pafasystem, Pentek, Ratti Luiño, Rieter, Rite, Santex Rima, SETEX, Sicam, Simet, SIMIT, SSM, Statibul, Süsßen, Taining, Taiwan Liu Chun, Technomeccanica Bielese, Thies, Three Circles, Tong Geng, Werner Mathis and etc
Print + eNewsletter Package

Advertising Rate

<table>
<thead>
<tr>
<th>Ad Items</th>
<th>Size (H x W)</th>
<th>Package Rate (US$)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page Ad</td>
<td>280mm x 215mm (bleed)</td>
<td>3,875</td>
</tr>
<tr>
<td>1/2 Page Ad</td>
<td>Vertical: 280mm x 107mm (bleed) Horizontal: 115mm x 185mm</td>
<td>2,623</td>
</tr>
<tr>
<td>1/3 Page Ad</td>
<td>Vertical: 280mm x 72mm (bleed) Horizontal: 75mm x 185mm</td>
<td>2,190</td>
</tr>
<tr>
<td>1/4 Page Ad</td>
<td>115mm x 90mm</td>
<td>1,908</td>
</tr>
<tr>
<td>1/3 Page Showcase</td>
<td>248mm x 58mm - Standard format with company logo, contact details and description (max 60 words)</td>
<td>660</td>
</tr>
<tr>
<td>Booth Indicator</td>
<td>Approx. 30mm x 40mm - Standard format with company logo &amp; company description</td>
<td>300</td>
</tr>
</tbody>
</table>

Special Positions
Special position ad bookings will enjoy a customised eBlast service of 5,000 emails

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Front Cover</td>
<td>220mm x 160mm (bleed)</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>Full Page: 280mm x 215mm (bleed)</td>
</tr>
<tr>
<td>Facing Inside Front Cover</td>
<td>Full Page: 280mm x 215mm (bleed)</td>
</tr>
<tr>
<td>Back Cover</td>
<td>Full Page: 280mm x 215mm (bleed)</td>
</tr>
</tbody>
</table>

Booking Deadline: 14 August 2020
Ad Material Submission Deadline: 21 August 2020

1. Each advertiser entitles to one online ad in CTA eNewsletter September to December 2020 issues (4 issues)
2. Each advertiser entitles to a booth indicator
3. Advertisers have priority to be covered in “ITMA Asia + CITME 2020 Preview” of CTA October issue, ITMA Asia + CITME 2020 Show Guide, CTA eNewsletter and official CTA WeChat account.
4. 25% off special discount for those who books ad in CTA 2020 at the same time (not applicable to special position ads)
5. 5% early bird discount for booking before 31 December 2019.

Contact Us
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