

SHOW DATE: 16-20 September 2024

FLY HIGH IN DUBAI

Promote your ITSWC participation in the only Official publications.
Your complete PR and marketing campaign in one package

With the theme “Mobility Driven by ITS”, the 30th ITS World Congress, organised by Ertico and hosted by Dubai’s Roads and Transport Authority (RTA), will showcase the latest technologies adopted by the city of Dubai, together with all the available ITS services and solutions in the region.

This ITS World Congress comes in light of the massive steps made by Dubai in advancing ITS, such as intelligent transport centres, and self-driving transport. Surging growth in international demand will ensure that this gathering of ITS researchers, developers and users will be the premier ITS-specific gathering in 2024.

With such a well-attended event, exhibiting alone is no guarantee that your company’s message will be heard; there is simply too much competition and too many distractions for that to be a certainty. Therefore, the question is how to stand out from the crowd?

This is where the *ITS World Congress Official Preview* and the three editions of the *Daily News*; the official daily newspaper become invaluable, guaranteeing your company communicates effectively with the delegates both before and during the show.



DUBAI ITS World Congress
16-20 September 2024
Mobility Driven by ITS

Official Preview

Dailynews
Wednesday October 13th 2024

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COMBINED DISTRIBUTION 56,000 COPIES

ITS International

To discuss specific requirements, please contact:

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ITS World Congress Official Preview

The *ITS World Congress Official Preview* will enable exhibitors to generate **unprecedented pre-event publicity** and help delegates to plan which companies to visit during the show. This stand-alone publication will be 100% dedicated to the World Congress and will contain all the latest World Congress news, identify the highlights and provide some sneak previews of products that will be launched at the show. A combined printed and digital copy of the publication will be sent to ITS International's entire database of over 38,000 transportation professionals worldwide.



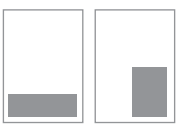
The Daily News Show Newspaper

The *Daily News* is THE publication that visitors and delegates rely on to direct them to the best innovations at the show each day. There will be **6,000 copies** of the *Daily News* published per day. Copies are full of live photography and show reports to help identify what's new and what's worth seeing. Advertisers have an insertion in all 3 editions and are **guaranteed editorial coverage**. Each edition will be crammed full of all the latest technology and 'must see' attractions on the exhibition floor. The editorial from the *Daily News* will also be distributed within an electronic newsletter, to *ITS International's* **50,000** database every day of the show.

The **ONLY** publications that all attendees are certain to receive and read; therefore, advertising within them is the very best method to influence delegates to visit your booth

Advertisement rates	
ITS World Congress Official Preview 1 insertion + editorial coverage guarantee	
Full Page	Advertising rates start from just €2,055 and includes the guarantee of editorial coverage
Half Page	
Quarter Page	
The Daily News Show Newspaper 3 insertions + editorial coverage guarantee	
3x Full Page	Advertising rates start from just €3,210 for 3-insertions, and includes the guarantee of a photo-story in print and on-line
3x Half Page	
3x Quarter Page	

Print advert specifications
For print advert specifications and information on supplying files please contact production@ropl.com

Advertisement dimensions (All sizes are depth x width)					
Full Page (Inches)		Half Page (Inches)		Quarter Page (Inches)	
Bleed:	12 x 8 5/16	Horiz:	5 x 7 1/4	Horiz:	2 x 7 1/4
Trim:	11 3/4 x 8 1/4	Vertical:	10 x 3 1/2	Vertical:	5 x 3 1/2
Type area:	10 x 7 1/4				
					
Full Page (mm)		Half Page (mm)		Quarter Page (mm)	
Bleed:	305 x 218	Horiz:	124 x 184	Horiz:	60 x 184
Trim:	297 x 210	Vertical:	256 x 92	Vertical:	124 x 92
Type area:	256 x 184				

Figures quoted using Publisher's own data.

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