

The Biggest Little Tourist Guide Book

BALI PLUS TOURIST GUIDE ESTABLISH SINCE 1996:

The only complimentary, pocket-size, quick-reference guide to Bali. This guide has received great acceptance and acclaim from both tourism establishments and travelers.

PRINT RUN:

Bali Plus is printed by PT. Trijaya Dewata, 20,000 copies in English & 10,000 copies in Japanese monthly.

DISTRIBUTION:

The best local and international distribution of any tourist media on Bali!

Local

approximately 200 other distribution points :

- Over 80 hotels
- 30 luxury villas
- Ngurah Rai Airport - International Arrivals and Domestic Arrival
- Bali International Convention Centre (BICC)
- Restaurants
- Museums
- Shops
- Spa's
- Sports Concerns
- Travel Agencies, etc.

Miscellaneous Distribution:

- Cunard Seaborn Cruises
- Friends of Bali - KL, Singapore, Jakarta, Bali
- Garuda Orient Holidays, etc
- Bali Holidays by Singapore Airlines
- AAPG - Indonesian Petroleum Assoc
- American Express Platinum Travel Group, etc
- Estee Lauder Asia Pacific Meeting
- United Nations Framework Convention on Climate Change
- Commonwealth Bank Tennis Classic Tournament (formerly known as Wismilak Int'l Challenge)

International :

- Airlines:
- Singapore Airlines (offices)
- Thai Airways (offices)

Government :

- Bali Government Tourist Office
- Indonesian Embassies and Consulates in 30 countries around the world

Events:

- ITB – Berlin Germany
- ATF (Asia Travel Forum) Asia
- Reiseliv – Oslo Norway
- WTM – London UK
- ITME – Chicago USA
- ATM – Dubai
- MITT (Moscow Int'l Property Show) - Moscow
- Moscow Int'l Travel Workshop, Luxury Golf & Travel Show - Moscow
- TIME (Travel Incentive Meeting Expo) – Jakarta
- NATAS EXPO (National Association of Travel Agent Singapore) - Singapore
- APMF (Asia Pacific Media Forum) Bali
- NGC Tours – USA
- Garuda Indonesia Roadshows – New Zealand, Australia
- Bali Tourism Authority Roadshows 4 cities in India



COVER

Inspirations

Zahra Boukhar

Early independent film production techniques, and dramatic cuts, and transitions are used in 'The Last Days of Disco' to create a sense of time and place. The film is a tribute to the classic Hollywood style, but with a modern twist. The film is a tribute to the classic Hollywood style, but with a modern twist. The film is a tribute to the classic Hollywood style, but with a modern twist.

Zahra Boukhar
Production: Bali
http://www.zahraboukhar.com

The Duke
Production: Bali
http://www.theduke.com

Spice Villa
Production: Bali
http://www.spicevilla.com

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Production: Bali
http://www.spicevilla.com

Sensory Experience

Let us offer you a sensory experience that is truly unique. Our chefs are trained in the finest techniques, and our ingredients are sourced from the best of Bali. The result is a truly sensory experience that is truly unique.

Karolina Kuning
Production: Bali
http://www.karolinakuning.com

ADVERTORIALS

Waterloo

It's a Great Day

Waterloo is a truly unique experience. Our chefs are trained in the finest techniques, and our ingredients are sourced from the best of Bali. The result is a truly sensory experience that is truly unique.

Waterloo
Production: Bali
http://www.waterloo.com

Ocean Living

Ocean Living is a truly unique experience. Our chefs are trained in the finest techniques, and our ingredients are sourced from the best of Bali. The result is a truly sensory experience that is truly unique.

Ocean Living
Production: Bali
http://www.oceanliving.com



Advertising Rates include:

- Artwork appearing in both English (20,000 copies) & Japanese (10,000 copies) monthly.
- Translation of artwork into Japanese.
- Assistance with Artwork, Layout & Design.
- Colour separations for both languages.
- Inclusion of the advertisers name and contact details and/or text compatibility in the relative chapter; ie; Food & Beverage Outlet in the Food Chapter; Sports Concern in the Active Bali Chapter; Spa in the Spa Chapter.
- Inclusion of your editorial text on www.balipus.com. Your "news" on the monthly Bali Plus E-Newsletter; sent to over 8,000 subscribers.

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RATES

PLACEMENT/SIZE	Casual (Rp)	3x (Rp)	6x (Rp)	12x (Rp)
Back Cover	21'500'000	17'200'000	13'975'000	10'750'000
Inside Front/Back Cover	18'500'000	14'800'000	12'025'000	9'250'000
Double Page Spread on Prime Pages (pg 2 & 3)	25'500'000	20'400'000	16'575'000	12'750'000
Full Page	16'000'000	12'800'000	10'400'000	8'000'000
Full Page-Map	16'000'000	12'800'000	10'400'000	8'000'000
1/2 Page	10'450'000	8'360'000	6'792'500	5'225'000
1/3 Page	7'000'000	4'000'000	4'550'000	3'500'000
1/4 Page	5'000'000	5'600'000	3'250'000	2'500'000
1/6 Page	3'500'000	2'800'000	2'275'000	1'750'000
Villa Directory/Listings	3'000'000	2'400'000	1'950'000	1'500'000
Special Issue Cover + 2 Pages Advertorial	25'000'000			
<i>*Rates are subject to 10% PPN.</i>				

TECHNICAL DATA

	Trimmed	Bleed	Text Limit
Full Page	- 110 mm (w) x 225 mm (h)	- 80 mm (w) x 195 mm (h)	
DPS	- 220 mm (w) x 225 mm (h)	- 190 mm (w) x 195 mm (h)	
Cover	- 180 mm (w) x 225 mm (h)	- Template	
Map, Full Page	- 105 mm (w) x 225 mm (h)	- 75 mm (w) x 195 mm (h)	
1/2 Page	94 mm (w) x 99 mm (h)	- 74 mm (w) x 79 mm (h)	
1/3 Page Horizontal Only	94 mm (w) x 65 mm (h)	- 74 mm (w) x 45 mm (h)	
1/4 Page Vertical Only	46.5 mm (w) x 99 mm (h)	- 26.5 mm (w) x 79 mm (h)	
1/6 Page Vertical Only	46.5 mm (w) x 62 mm (h)	- 26.5 mm (w) x 42 mm (h)	

Artwork Specification:

- Tiff or PDF (Press Quality) file format, in the relevant size (*see chart above*). Please include working file in Adobe Photoshop, Adobe Illustrator, Adobe Indesign or Macromedia Freehand programme plus all the links in min. 300dpi quality.

PT. Trijaya Dewata



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