

MEDIA PACK

TECOM DIRECTORY 2012

YOUR GUIDE
TO TECOM
INVESTMENTS'
BUSINESS PARKS
COMMUNITY

www.tecomdirectory.ae


TECOM INVESTMENTS
A member of **DUBAI HOLDING**





TECOM DIRECTORY 2012

TECOM Investments is Dubai's umbrella for innovation in ICT, Media, Education, Life Sciences and Clean Technology sectors. It provides companies with the freedom to operate, create and develop cutting-edge products and services that stand out globally, as well as locally, in a highly competitive market place.

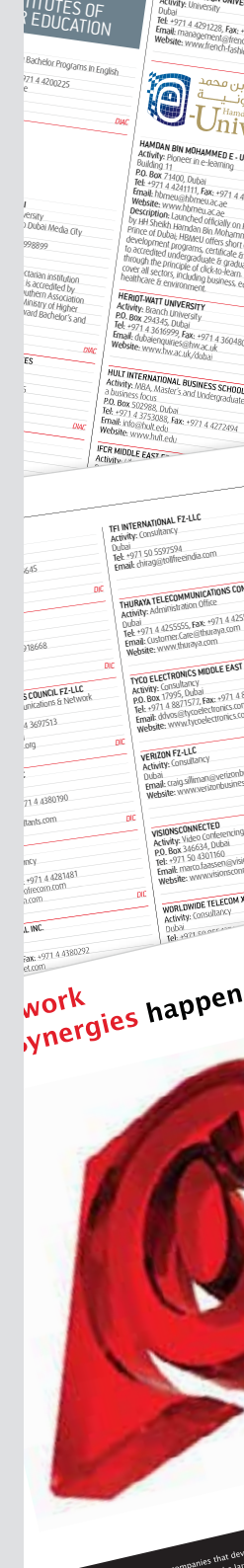
Nicholas Publishing International (NPI) the specialist niche publisher and business partner of Dubai Media City has been appointed to publish the TECOM directory that encompasses the entire range of companies present in each TECOM community, comprising:

- **DUBAI INTERNET CITY (DIC)**
- **DUBAI MEDIA CITY (DMC)**
- **DUBAI KNOWLEDGE VILLAGE (DKV)**
- **INTERNATIONAL MEDIA PRODUCTION ZONE (IMPZ)**
- **DUBAI OUTSOURCE ZONE (DOZ)**
- **DUBAI HEALTHCARE CITY (DHCC)**
- **DUBAI STUDIO CITY (DSC)**
- **DUBAI BIOTECHNOLOGY AND RESEARCH PARK (DUBIOTECH)**
- **DUBAI INTERNATIONAL ACADEMIC CITY (DIAC)**
- **ENERGY AND ENVIRONMENT PARK (ENPARK)**

This will be the only directory published in 2012 covering all of the TECOM Investments zones. No other directories will be published for individual zones mentioned. In today's economic climate, it is even more important for companies located within the TECOM community to be aware of the vast array of talent and expertise available around them, within their very own community.

In addition, many companies that are not aware of this talent pool would benefit from receiving a copy of the directory; thus enabling access to this valuable resource. The successful development of TECOM is obvious and there for everyone to see, but it is the companies based at TECOM that provide such great expertise and make the community so exciting and unique.

The TECOM Investments Directory 2012 will provide direct access to those companies as each enterprise will be listed with full contact details. With a wide range of advertising options available both online and within the printed edition and for an investment level as little as AED2,200, your company can benefit from additional exposure.



work synergies happen



DIRECTORY DISTRIBUTION

With three media choices for advertisers/print, online at www.tecomdirectory.ae and on CDs, the TECOM Directory is designed to ensure that your business is accessible to the widest possible base of potential customers, providing you with more reach than ever before.

13,000 COPIES OF THE TECOM 2012 DIRECTORY WILL BE PRINTED AND DISTRIBUTED

- 5,500 copies will be delivered to all TECOM business partners. Copies will be made available at information points throughout each community.
- 7,500 copies will be delivered by mail to leading companies throughout the UAE (potential clients for the TECOM community of business partners).

In addition to the print and online editions, **5000 e-books** will be distributed on CDs by TECOM Investments and by NPI.



TECOM DIRECTORY USERS WILL INCLUDE:

- **MARKETING MANAGERS ACROSS VARIOUS INDUSTRIES INCLUDING IT, MEDIA, HEALTHCARE, EDUCATION, FINANCE AND MEDICINE**
- **PROCUREMENT MANAGERS**
- **PUBLISHERS AND ADVERTISING & DESIGN AGENCIES OUTSIDE TECOM**
- **EVENT MANAGEMENT COMPANIES OUTSIDE TECOM**

www.tecomdirectory.ae

The TECOM Investments Directory website provides quick and easy access to all TECOM business partners, with sections for each business entity and sub-sections for each specialist area of activity.

The online search engine provides full contacts of all TECOM registered companies, enabling website links and direct click-through to your own electronic media. Enhanced entries are displayed prominently.

Visit www.tecomdirectory.ae for online advertising opportunities.

LISTINGS ENTRIES

Full and half-page advertisers from the TECOM business community are provided with a free enhanced listing according to the services mentioned in the company's trade license. Enhanced entries include full address details, company logo and a 50 word description.

TECHNICAL SPECIFICATIONS

Artwork must be supplied digitally in one of the following **Mac formats**: PDF (press quality), Adobe Illustrator (AI or EPS) or Adobe Photoshop (EPS format, no colour profiles embedded). EPS options: JPEG maximum quality encoding).

All artwork must be CMYK, 300dpi (resolution) on final output and accompanied by a colour proof. Pictures within the artwork must not be JPGs. Please be aware of 12mm gutter area extending both sides of spine.

FOR ADVERTISING ENQUIRIES

Contact our sales team:

Email: advertising@tecomdirectory.com

Tel: +971 4 4243600 / 4243653

DELIVERY

Mail: Nicholas Publishing International FZ-LLC, P.O. Box 500573, Executive Heights (Damac Building), Dubai, UAE

Tel: +971 4 4243600

Fax: +971 4 4327505

BOOKING DEADLINE
OCT 15, 2011

MATERIAL DEADLINE
NOV 10, 2011

PUBLISHING
DEC 2011

Position	Rate in AED	Trim mm (w>xh)	Bleed mm (w>xh)
Enhanced listing	2,200	–	–
Double Page spread (DPS)	24,000	297x210	307x220
Full Page	13,000	148x210	158x220
Half Page (Vertical)	7,000	59x178	–
Half Page (Horizontal)	7,000	122x85	–
Quarter Page (Vertical)	4,500	59x85	–
Quarter Page (Horizontal)	4,500	122x40	–
Outside back cover	33,000	148x210	158x220
Inside front cover DPS	30,000	297x210	307x220
Pages 2 & 3	26,000	297x210	307x220
Inside back cover DPS	26,000	297x210	307x220
Bookmark	30,000	50x160	60x170

Online advertising rates

Position	Rate in AED	Size in pixels	Section
Rotating Skyscraper Banner** (7 second rotation/2 Companies)	15,000	180x385	homepage
Rotating Skyscraper Banner** (7 second rotation/2 Companies)	9,000	180x385	specific to category
Logo banner* (5 second rotation/3 Companies)	available on selected basis	180x53	homepage
Logo banner* (5 second rotation/3 Companies)	2,000	180x53	specific to category

**Skyscraper banners are available to no more than two advertisers.

*Logo banners are only available for companies that do not have a listing in the directory.