

# CONNEXION

Advertising space is limited so book early!

AMCHAM LUXEMBOURG  
AMERICAN CHAMBER OF COMMERCE IN LUXEMBOURG A.S.B.L.

## ABOUT AMCHAM

The American Chamber of Commerce in Luxembourg (AMCHAM) is an international voluntary organization of business persons committed to promoting English-speaking networking opportunities and business relations in the Grand Duchy. It is the largest and most influential private English-speaking networking organization within Luxembourg.

Special purpose committees lobby and focus on issues pertaining to:

- **ABAL**
- **Audit & Compliance**
- **Corporate Services**
- **Diversity**
- **Education**
- **Executive Advisors**
- **Finance Sector**
- **Fintech**
- **HR**
- **Insurance**
- **IT**
- **Legal**
- **Marketing**
- **New Business & Entrepreneurship**
- **Real Estate**
- **Seniors**
- **Tax**
- **Tools4lux**
- **Young Professionals**

## ADVERTISING IN CONNEXION

Connexion is the official publication of AMCHAM. Five thousand (5,000) paper copies are distributed free of charge to AMCHAM members, embassies, hotels, media, government organizations and other partners. An e-version is also available on our website and is proactively sent worldwide.

## FILE FORMAT & PREPARATION

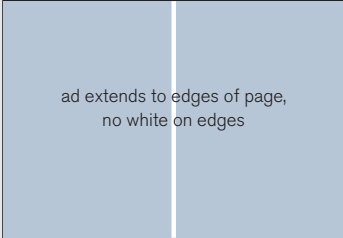
Please submit all ad materials in PDF/X1 format. All images must be high resolution (300 dpi or more) as CMYK or grayscale. Please do not send RGB images. All fonts must be embedded. Files should include standard trim, bleed, crop and center marks on all files. If crop marks are missing or ads do not follow specs above, ads will be placed at publisher's discretion.

**Please submit all ad files and questions to Natalia Durus: [durus@amcham.lu](mailto:durus@amcham.lu) or call (+352) 43 17 56.**

### ADVERTISING SPECIFICATIONS

#### PANORAMIC SPREAD

**Full Bleed**

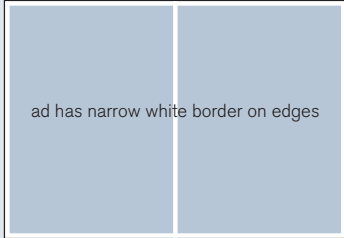


ad extends to edges of page, no white on edges

**live area: 420 x 297 mm**

trim: 420 x 297 mm  
bleed: 430 x 307 mm\*

**No Bleed**



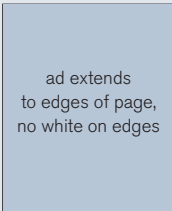
ad has narrow white border on edges

**live area: 410 x 287 mm**

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#### FULL A4 PAGE

**Full Bleed**




ad extends to edges of page, no white on edges

**live area: 210 x 297 mm**

trim: 210 x 297 mm  
bleed: 220 x 307 mm\*

**No Bleed**



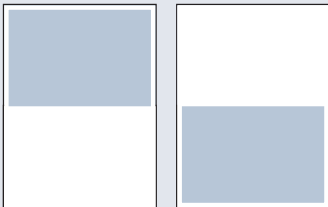
ad has narrow white border on edges

**live area: 200 x 287 mm**

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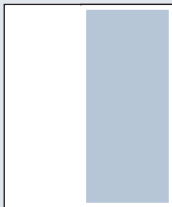
#### HALF PAGE

**Horizontal**



**live area: 180 x 126 mm**

**Vertical**




**area: 85 x 262 mm**

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#### BANNER

**Horizontal**



**live area: 180 x 28 mm**

\* Artwork must extend to these dimensions in order to have full bleed

## ADVERTISEMENT RATES 2018

### Are you an AMCHAM member?

YES  NO

### Please check below your requested advertisement format:

Placement	Format	Member rate	Non-Member Rate
<b>Back Cover*</b>	Full Page (1 page A4)	3,000 € <input type="radio"/>	4,000 € <input type="radio"/>
<b>Inside Cover</b>	Full Page (1 page A4)	1,500 € <input type="radio"/>	2,500 € <input type="radio"/>
<b>Panoramic</b>	(2 Full Page A4 page spread)	2,400 € <input type="radio"/>	3,000 € <input type="radio"/>
<b>Full Page Inside</b>	(1 page A4)	1,250 € <input type="radio"/>	2,000 € <input type="radio"/>
<b>1/2 Page Inside</b>	(1/2 page A4 - vertical or horizontal placement)	950 € <input type="radio"/>	1,500 € <input type="radio"/>
<b>1/2 Page Upgrade**</b>		500 € <input type="radio"/>	(N/A)
<b>Banner bottom of the page</b>	180 x 28 mm - horizontal placement	350 € <input type="radio"/>	550 € <input type="radio"/>
<b>Mailing Insert</b>	< 20 gr ***	2,250 € <input type="radio"/>	3,000 € <input type="radio"/>
<b>Mailing Insert</b>	< 50 gr ***	2,500 € <input type="radio"/>	3,500 € <input type="radio"/>
<b>Mailing Insert</b>	< 100 gr ***	3,000 € <input type="radio"/>	4,000 € <input type="radio"/>

### Fill in your contact details:

Company Name: \_\_\_\_\_

Representative: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Contact Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

How did you hear about us? \_\_\_\_\_

### Select issue(s):

Issue	Ad Reservation Due	Ad Material Due	Publication Date
<input type="radio"/> Q1	October 30, 2017	November 13, 2017	January 22, 2018
<input type="radio"/> Q2	February 26, 2018	March 19, 2018	May 7, 2018
<input type="radio"/> Q3	July 2, 2018	July 23, 2018	September 24, 2018

### Select discount (if applicable):

- YES!** I want to book three (3) issues and receive an "early bird" special discount of 15%!
- I'd like to book two (2) issues and receive a 10% discount.

### TOTAL COST:

\_\_\_\_\_

Date Signature

Please return completed form to [durus@amcham.lu](mailto:durus@amcham.lu) or fax to (+352) 26 09 47 04. Thank you!