

## RATE CARD 2020

### PROMINENT DISPLAY ENTRY

Subscribers Name and Address, Tel. No., Telex/Fax No. & Code Word, Cable-Address, Telex No., E-mail & WWW Address, Mobile Phone, Company's Logo & Choice of symbols. (max height 1" or 25.4 mm). Entry bordered or hatched. £98.50

### Double Bold Entry

Column width 90mm 3.5". Subscribers data in 10 point bold print. Complete Address, Tel. No., Telex/Fax No. and Code Word, Cable-Address, Telex No., E-mail and WWW Address, Mobile Phone £39.50  
10 point double bold typeface.

### BOLD ENTRY

Subscribers name, Location, Tel. No., Fax or Telex number E-mail and WWW Address, Mobile Phone £18  
8 point bold typeface.

### Free Entry

One Line 90mm width. Subscribers name, Tel. No., Fax free of charge  
7 point light typeface.

### Price of Directory

1 Volume (1200 pages) postpaid £35

### PRODUCTION DETAILS

Trimmed size 210 x 297mm (8.25" x 11.75") upright, thickness 50mm (2.0"). Printed offset litho, adhesive-bound. Material for reproduction should be supplied as artwork or wrong reading, emulsion-up negatives for mono (positives for 4-colour), half-tone screen 120 lines/inch.

### ISSUE AND CLOSING DATES

Published annually. Mailed surface at current postal rates. Air Mail delivery on request at cost. Technical material must be furnished within 30 days of order. Orders cannot be revoked after acceptance except vide paragraph 6 of Contract/Order Form. Clients with subscription agreements will have a fixed price which will not be subject to increases for 3 years. (See Clause 6 of Order/Contract).

### CIRCULATION

Current circulation statement available on request.

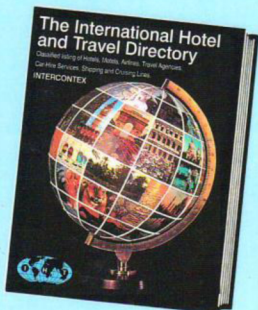
### MISCELLANEOUS

Company Established 1964.

Mailing and Shipping Information: Send all correspondence, insertion orders, copy advertising material to:

© Design © Copyrights by INTERCONTEX

## INTERCONTEX® The International Hotel and Travel Directory (World Edition)



### ADVERTISING RATE CARD

RATE CARD  
2020



### PUBLISHER'S STATEMENT

The International Hotel and Travel Directory, IHT, "INTERCONTEX" lists 150,000 Hotels from every part of the Travel World. In addition important Motels, Travel Agencies, Airport, Tourist Offices, Car-Hire, Cruising Lines, Yacht-Hire, Restaurants, Entertainment, Sports and Leisure Facilities are listed. It is constantly up-dated by our computer. The internationally recognized symbols used in this valuable Reference Book make it easy to read the data provided by its advertisers which can be translated and de-coded into any language in the World.

### AGENCY COMMISSION

Agency Commission: 15% of gross billing is allowed to recognised advertising agencies on display space and colour. Commission is not allowed on such as charges as artwork and conversions, printing, reprints, backup, special handling charges.

### GENERAL RATE POLICY

90-day notification will be given on any rate changes.

### COLOUR RATES

Full page, printed 4-colour process..... £650  
Half page, printed 4-colour process..... £350  
Cover III, black plus any spot colour..... £550  
Cover III, black plus any spot colour..... £500  
Cover IV, black plus any process colour..... £650

### INSERTS

Bookmarkers, and special inserts are subject to individual quotation.  
Edge stencil, per volume..... £400

### INTERNATIONAL SYMBOLS

Symbols available for display Advertisements.



### BLACK AND WHITE RATES

	Width	Height	1 edition	3 eds.
FULL PAGE	210mm 8.25"	297mm 11.75"	£550	£500
HALF PAGE	210mm 8.25"	148mm 5.875"	£300	£270
HALF PAGE	105mm 4.125"	297mm 11.75"	£300	£270
THIRD PAGE	210mm 8.25"	99mm 3.9"	£225	£200
QUARTER PAGE	105mm 4.125"	148mm 5.875"	£120	£100
EIGHTH PAGE	105mm 4.125"	74mm 2.9"	£98.50	£90
INTERCONTEX PUBLISHERS * HEAD or FOOTLINE	90mm 3.5"	12.5mm 0.5"	£16	£14

\* Minimum of 20 entries  
Currency quoted in British Pounds GBP

INTERCONTEX CONNECTS CONTINENTS