

# advertising

K I T



# contents

1

Advertise with NexC

2

NexChange

3

NexChange Editorial Calendar

4

Advertising Specifications

5

Terms & Conditions



## advertise with NexC

Advertise with us and bring your products or services directly to the movers and shakers of the hospitality industry. NexC offers the opportunity to show your products through an industry-focused advertising medium. We have an established foothold in the hospitality industry market. Advertising with us also means coming in contact with the core foundation of our company - the people. We love to say that we offer a "people's network" - a conglomeration of people from all over the world who share a common profession and interact virtually through NexC. You can tap this community when you advertise with us.



## advertising solutions

Our advertising solutions break conventions and establish new trends in web advertising that will be more beneficial to you:

### ad placements

Our strategy gives you full exposure with only one ad per position. Instead of the industry standard "page view" or "click-through" systems, we are implementing a fixed monthly advertising placement fee. With our advertising system, when you buy an ad space, you won't have to share that spot with other advertisers' ads.

### customized advertising services

We offer a unique opportunity for the prospective advertisers of NexC. Our creative and editorial departments can conceptualize, write and design your ads according to your exact specifications. This value-added service shifts this tedious process from your end to ours. You can also avail yourself of this service even without advertising at NexChange.





NexChange, “The Global Hospitality News Exchange,” covers all sectors and every aspect of the hospitality industry. Our monthly online news magazine is sent regularly and viewed by professionals in the hotel, restaurant, travel, trade, education, airline and aviation, and cruise line businesses. It is also sent to people who want to keep up with what’s happening in and around the hospitality industry worldwide.

## business

The business section contains news and informative features on the latest business developments and trends in the hospitality industry, specially for those interested in how the wheels of the industry are turning and where things are heading.

## technology & design

This section contains news and features on the latest tools, solutions and technological innovations in all sectors of the hospitality industry, as well as interesting stories in the field of hospitality design.

## lifestyle

The lifestyle section delves into events, places, issues and things and all aspects of the industry that affect our lives in some way and on a global perspective.

## travel trade

This section covers issues related to the travel sector, including tourism trends, travel facts and figures, promotions and programs, and other matters of concern for both businesses and consumers in the global market scene.

## from the campus

A look into the campus scene - the leading schools and training institutions, interesting people, curriculum enhancements, advances in teaching, and other issues and developments in the sector of hospitality education.

## personality profiles

Interesting personalities in the hospitality industry share their stories and experiences to inform and inspire us about life and other matters in the world’s biggest industry.

## spotlight

This NexChange special section is open to companies and people who want to turn the spotlight on their products and services through detailed, full-length write-ups. Advertorials and special purpose features can get premium placement on the news magazine to attain a solid exposure to industry-wide and global readership.



# NexChange demographics

If you are planning to create a strong recall for your brand or widen your company exposure and create an industry-focused awareness, NexChange offers you a desirable audience that can be broken down into several niche categories based on locations, industry segments, and professions.



## reaching people

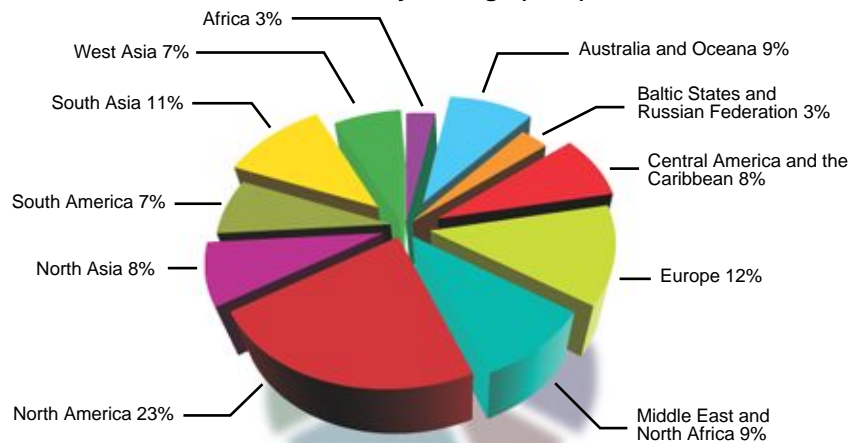
### Monthly Average (Apr. - Aug. 2001)

#### Circulation (Direct Mail)

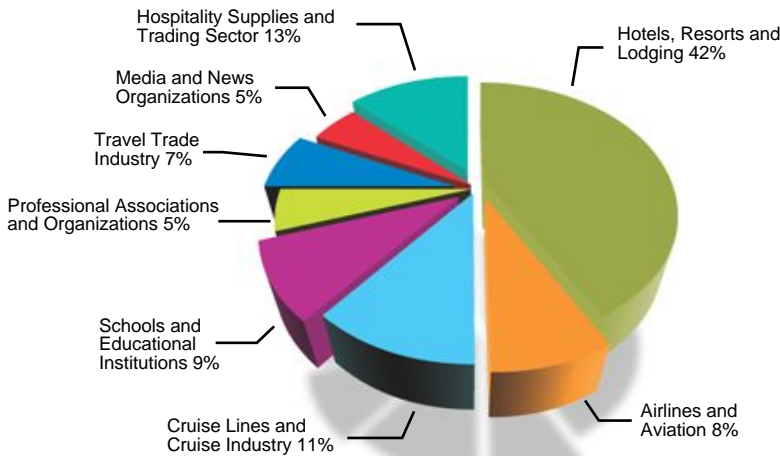
NexChange E-mail Version	42,500
Readership	65,000+
Page Visits Per Release	160,000+
Time Spent	8 to 12 minutes
Web Site Visits	860,000

## across the globe

### by region Monthly Average (2001)

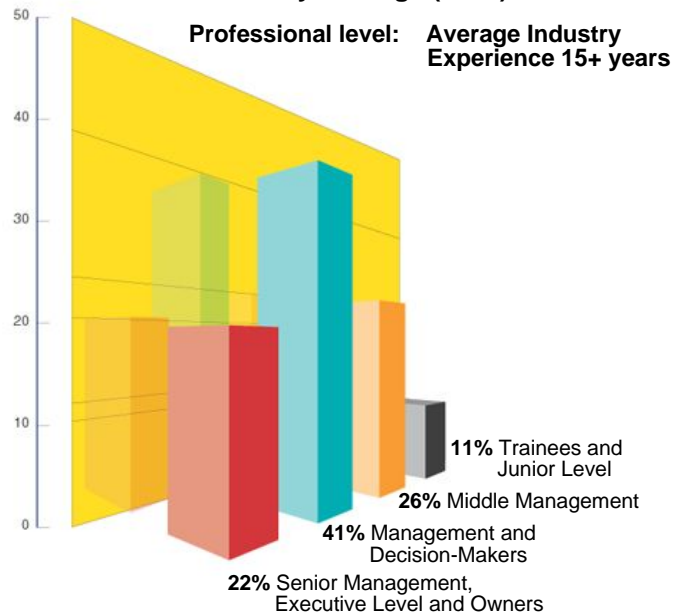


## across travel trade and tourism industry

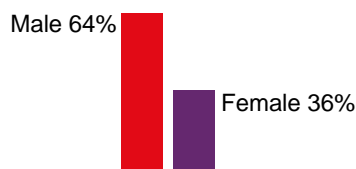


## across personalities

### Monthly Average (2001)



### Gender:



### Other Indicators

#### Monthly Average (2001)

Nationalities	119
Average Language Fluency	2,1
Regular Internet Users	89%
Internet Users for Business and Job Related Purposes	73%
Trips Per Year (Business & Private)	2,8

# NexChange

## editorial calendar (2001)

Month	Business	Travel Trade	Lifestyle	From the Campus	Technology & Design	Personality Profile
September	BUSINESS PROFILE: Known Personality in the <b>Cruise Line Industry</b>	DESTINATION: <b>Peru</b>	RESTAURANT REVIEW: <b>Australia</b>  BUSINESS TRAVEL	SCHOOL IN FOCUS: <b>Austria</b>	DESIGN FOR LIFE: Prominent Design/Designer for <b>Hotels</b>	<b>Hotel Industry</b>
October	BUSINESS PROFILE: Known Personality in the <b>Restaurant Business</b>	DESTINATION: <b>Turkey</b>	RESTAURANT REVIEW: <b>Canada</b>  FOOD & DINING	SCHOOL IN FOCUS: <b>Spain</b>	DESIGN FOR LIFE: Prominent Design/Designer for <b>Restaurants</b>	<b>Hospitality School</b>
November	BUSINESS PROFILE: Known Personality in the <b>Hotel Industry</b>	DESTINATION: <b>Aruba</b>	RESTAURANT REVIEW: <b>Egypt</b>  RESORTS	SCHOOL IN FOCUS: <b>Australia</b>	DESIGN FOR LIFE: Prominent Design/Designer for <b>Hotels</b>	<b>Airline Industry</b>
December	BUSINESS PROFILE: Known Personality in the <b>Airline Industry</b>	DESTINATION: <b>Nepal</b>	RESTAURANT REVIEW: <b>Peru</b>  LEISURE TRAVEL	SCHOOL IN FOCUS: <b>Indonesia</b>	DESIGN FOR LIFE: Prominent Design/Designer for <b>Industrial Kitchen</b>	<b>Restaurant Business</b>

# advertising specifications

# 4

Month  Jan  Feb  Mar  Apr  May  Jun  Jul  Aug  Sep  Oct  Nov  Dec

Check preferred month to place your ad

## NexChange E-mail Version

NexChange E-mail Version	Code	Size (in pixels)	Ad Type	Location	Rate	Duration	Total
E-mail Ad Banner	EAB-001	468 x 60	Full Horizontal Banner	Front Page	Reserved for Premium Sponsor		
	EAB-002	120 x 90	Button	Front Page	Reserved for Main Sponsor		
	EAB-003-1	234 x 60	Half Horizontal Banner	Front Page	USD 480		
	EAB-003-2	234 x 60	Half Banner	Front Page	USD 480		

## NexChange Web Site

Web Site Ad Banner	Code	Size (in pixels)	Ad Type	Location	Rate	Duration	Total	
Web Site Ad Banner	WAB-001-1	125 x 125	Square Banner	Front Page	Reserved for Main Sponsor			
	WAB-002-1	234 x 60	Half Horizontal Banner	Front Page	Reserved for Premium Sponsor			
	WAB-002-2	234 x 60	Half Horizontal Banner	Front Page	USD 600			
	WAB-002-3	234 x 60	Half Horizontal Banner	Front Page				
	WAB-002-4	234 x 60	Half Horizontal Banner	Front Page				
	WAB-001-2	125 x 125	Square Banner	NexC News		USD 320		
	WAB-001-3	125 x 125	Square Banner	Business				
	WAB-001-4	125 x 125	Square Banner	Technology & Design				
	WAB-001-5	125 x 125	Square Banner	Lifestyle				
	WAB-001-6	125 x 125	Square Banner	Travel Trade				
	WAB-001-7	125 x 125	Square Banner	From the Campus				
	WAB-001-8	125 x 125	Square Banner	JobMart & Classifieds				
	WAB-003-1	120 x 240	Vertical Banner	NexC News	USD 280			
	WAB-003-2	120 x 240	Vertical Banner	Business				
	WAB-003-3	120 x 240	Vertical Banner	Technology & Design				
	WAB-003-4	120 x 240	Vertical Banner	Lifestyle				
	WAB-003-5	120 x 240	Vertical Banner	Travel Trade				
	WAB-003-6	120 x 240	Vertical Banner	From the Campus				
	Web Site Classified Ad	WCA-001	234 x 80	Classified Ad	JobMart & Classifieds	USD 150		
	Web Site JobMart Ad	WJA-001	446 x 160	Premium Job Ad	JobMart & Classifieds	USD 480		
WJA-002		220 x 160	Regular Job Ad	JobMart & Classifieds	USD 120			

## NexChange Special Ad Packages

Main Sponsor							
Ad Banner	EAB-002	120 x 90	Button	NexChange E-mail	USD 1,850		
Spotlight Page			Advertorial	NexChange Web Site			
Ad Banner	WAB-001-1	125 x 125	Square Banner	NexChange Web Site			
Text Banner		230 x 90		NexChange Web Site Home Page			

Premium Sponsor							
Ad Banner	EAB-001	468 x 60	Full Horizontal Banner	NexChange E-mail	USD 1,200		
Ad Banner	WAB-002-1	234 x 60	Half Horizontal Banner	NexChange Web Site			

**Total**

## add-on services

<b>JobMart Ad Design</b>	Standard design includes logo text, web link, e-mail response link	USD 45	
<b>Classified Ad Design</b>	Standard design includes logo text, web link, e-mail response link, one animation	USD 65	
<b>Banner Design - Standard Design</b> [Box, Vertical, Full and Half]	Includes graphic, web link, one rotation	USD 120	
<b>Banner Design - Advanced Design</b> [Box, Vertical, Full and Half]	Includes animation, flash or other advanced feature	USD 180	

Rates and service fees might be adjusted in due time. For our latest update, visit our web site at [www.nexc.com](http://www.nexc.com)

**Grand Total**



# NexChange

Ad banners sizes

1) Full Horizontal Banner - 468 x 60 pixels  
Maximum of 10kb

2) Half Horizontal Banner - 234 x 60 pixels  
Maximum of 10kb

3) Vertical Banner  
120 x 240 pixels  
Maximum of 10kb

4) Square Banner  
125 x 125 pixels  
Maximum of 10kb

5) Button  
120 x 90 pixels  
Maximum of 10kb

6) Premium JobMart Ad - 446 x 160 pixels

7) Classified Ad - 234 x 80 pixels

8) Regular JobMart Ad - 220 x 160 pixels

# terms & conditions



## NexC Advertising Contract

Establishment: .....

Contact Person: .....

Date: .....

Space Booked:

Advertising Space

JobMart and Classified Ad Space

Ad Space booked [for month/s]: .....

### Terms and Conditions

#### General Information

All services of NexC are focused on the travel trade and tourism industry, including the educational sector, business and trade. Our core target market is the sector of hospitality industry professionals with international exposure, as well as ten and more years of work experience. We offer you high quality exposure to the hospitality industry. To maintain this quality, our advertising solutions are primarily focused on related companies only.

#### Guidelines and Specifications

- NexC must approve all advertisements before they are placed on our web site at [www.nexc.com](http://www.nexc.com) or any of its related services.
- We reserve the right to reject any ad placement order, graphic, text description or URL given that the standards or quality requirements are not met.
- NexC will post all banners submitted as "complete" and will not be responsible for any fault or error in design or layout.
- All custom-design ads will be submitted to client for approval at least 48 hours before activation.
- NexC will entertain two (2) revisions with no extra charge. A surcharge of 15% will only apply for each additional adjustment.
- Any delay in the activation of the ad caused by client's changes will be deducted from the initially agreed activation time.
- If no response is received from the client, NexC assumes that the artwork/design for the ad is accepted and will activate the ad, accordingly.
- All artworks and designs must be accompanied by traffic instructions, including URL links (web address – top level domain name only) and functionality (rotation instruction), if applicable.
- It is the Advertiser's/Agency's responsibility to adhere to any and all trademark and copyright laws. NexC will not take any responsibility relating to this issue.

#### How to deliver your Ad

Submission of ad can be done through e-mail or placed for pick up on a client web page. URL for pick up and all related information must be sent to NexC Customer Service by e-mail. All ad materials must be submitted on or before every 13th of the month, time when editorial production starts.

#### Cancellation Policies

- NexC.com Limited, at its sole discretion, may reject or cancel at any time any advertisement or classified ad submitted by Advertiser. Ads can be pulled out within 24 hours through written confirmation. In the event of cancellation by the Advertiser during the agreed period of time, no repayment or credit in time will be given.
- NexC reserves the right to refuse any advertisement that does not comply with international privacy law or contains any discriminating material of racial, religious or sexual nature.
- If Advertiser/Client wishes to cancel a prior advertising agreement, it must be done in writing and fax to [852] 3107-6977.

#### Advertising Rates

- Advertising rates vary depending on the size of the ad, location and target audience. Favorable rates are available for larger advertisement [volume advertising of multiple ads and/or prolonged time period].
- Members of NexC can enjoy special discount rates.
- For NexC accredited media and advertising companies, we pay industry standard commission.
- Rates are flexible and may change according to market forces. NexC will honor all signed advertising contracts with the agreed rates existing at the time.
- All changes will be posted at our web site and shall take effect within 30 days from posting.

#### Payment Policies

- β Prior to activating any advertisement, all payments relating to the ad must be settled and cleared.
- β If the Advertiser/Agency fails to submit the ad or materials on time or decides to cancel after the advertising contract has been signed, it will be liable for 50% of the cost, if such cancellation is less than four weeks from the actual day of posting.
- β For Credit Card payments, if NexC fails to receive authorization, the Advertiser/Agency will remit payment in full via telegraphic banking or inter-bank transfer. In case of any credit card dispute, the agreed amount stipulated in the invoice, in conjunction with the signed contract, shall legally prevail.
- β For any creative work, payments must be received before delivery to the Clients. Large media ad campaigns require 50% deposit prior to the ad production. In such case, payment schedule will be clearly defined on the project.
- β If Advertiser/Agency cancels a confirmed contract on or before 30 days of the actual activation, a 50% cancellation charge will apply. For cancellation between 15 to 30 days of activation, a 75% cancellation fee will apply. For cancellation with less than 14-day notice, full payment of fees will apply. For any excess balance due to cancellation, NexC will provide a credit note for the amount, which can be used for any future ad campaigns not exceeding 6 months, at which time it will be forfeited.
- β NexC reserves the right to hold the Advertiser/Agency liable for reparation due and payable to NexC with regard to advertising.

For: NexC.com LIMITED

For: \_\_\_\_\_

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

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

Position: \_\_\_\_\_

Position: \_\_\_\_\_

Signed by: \_\_\_\_\_

Signed by: \_\_\_\_\_



# About NexC

Since its inception in 1995, NexC has been in the forefront of establishing a global hospitality communications network that caters to the specific needs and requirements of the hospitality, travel, trade and tourism industries, as well as educational institutions. NexC provides a common virtual platform for these sectors to allow establishments, companies and individuals to interact, as well as dynamically exchange information and services. NexC provides the infrastructure for which this community can flourish and build its own worldwide knowledge base.

NexC's suite of services and features are geared towards nurturing business relations and people. Among these services are: JobMart, TradeMart, NexC Memberships, NexChange and Industry-related Directories.

It is this focus on a "people-to-people" network that fuels our desire to provide the best possible service we can give.

NexC... beyond time zones, truly global.

Corporate Office:

## **NexC Hong Kong**

Suite 2008, 20/F Hopewell Centre  
183 Queen's Road East  
Wanchai, Hong Kong  
Tel: (852) 3107-6988  
Fax: (852) 3107-6977  
E-mail: hongkong@nexc.com

## **NexC Austria**

Liebenauer Hauptstrasse 2-6  
8041 Graz, Austria  
Tel: (43) 316-475-472  
Fax: (43) 316-475-47299  
E-mail: austria@nexc.com

## **NexC Philippines**

Suite 201, The Plaz@ B  
Northgate Cyberzone,  
Filinvest, Alabang,  
Muntinlupa City  
1780 Philippines  
Tel.: (63) 2-876-5188  
Fax: (63) 2-876-5177  
E-mail: philippines@nexc.com

**www.nexc.com**

Copyright © 2001 NexC.com Limited  
Advertising Kit 0108  
Information updated regularly.  
Latest copy online at [www.nexc.com](http://www.nexc.com)

**www.nexc.com**

**NexC** YOUR GLOBAL HOSPITALITY NETWORK .....