



**wocmes**  
SEVILLE 2018

World Congress for Middle Eastern Studies



**TRES CULTURAS**  
الثقافات الثلاثة  
شؤون الترويجية  
FUNDACIÓN

**5th WORLD CONGRESS FOR  
MIDDLE EASTERN STUDIES**  
Seville, July 16-22, 2018

**YOUR ROOTS.  
YOUR HERITAGE.  
KNOWLEDGE THAT UNITES.**

## ADVERTISING FORM

### Reach Your Target Audience!

WOCMES's circulation includes professors, specialists, students, NGOs, libraries, universities, think tanks, publishers and major academic institutions!! Choose one or more of our advertising opportunities: display advertising in WOCMES Seville 2018 official program; banners in WOCMES' digital assets; or any other you will like to ask us for.

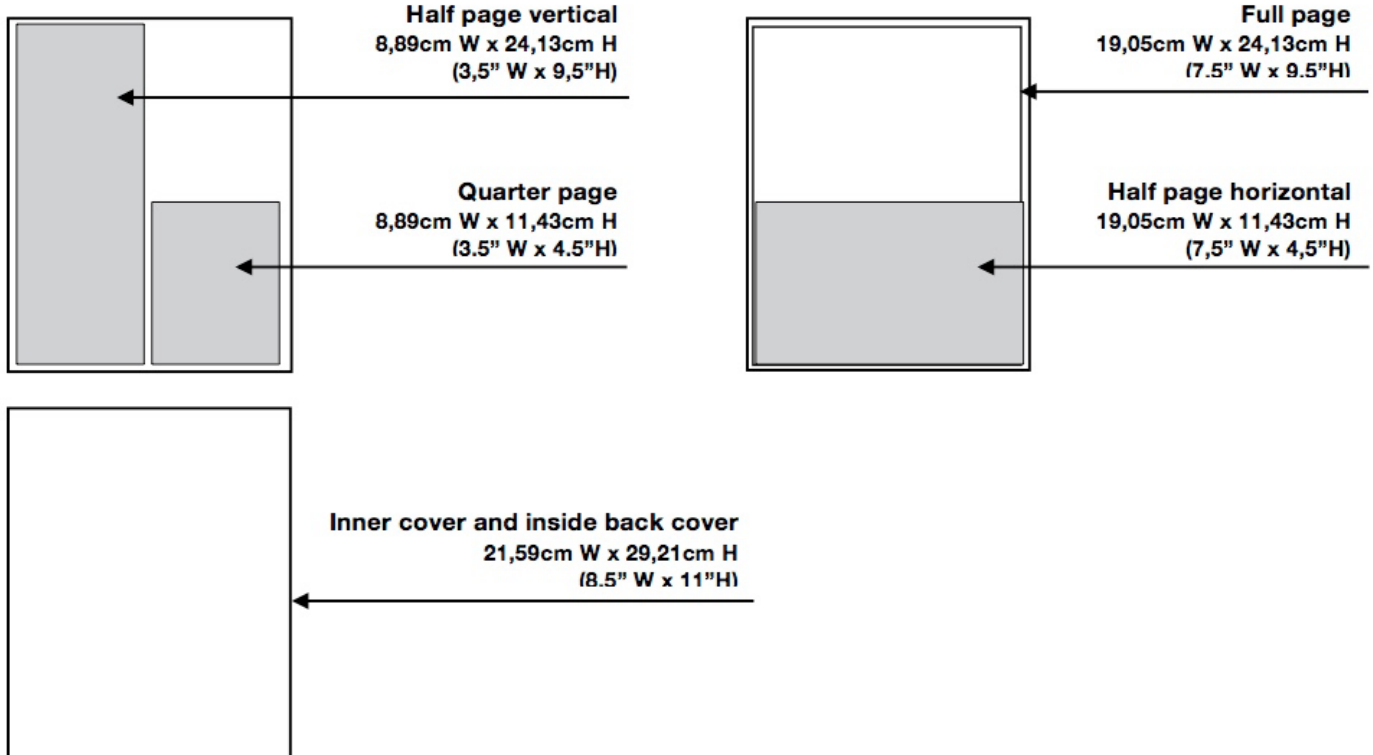
All ads requests must be submitted by filling in the following order.

### Display Ads at WOCMES' Program

Publication Date Materials	Deadline for requests/payment	Deadline for Ad
July 16th, 2018	May 18th, 2018	June 1st, 2018

### Specifications

Finish trims size 21,59cm. wide x 29,21cm. high (8 1/2" wide x 11" high)



Organized by:



In partnership with:



Official travel agency:





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**TRES CULTURAS**  
الثقافات الثلاثة - שלוש התרבויות  
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## Mechanical Requirements

Preferred ad format is .pdf set to "Press Quality". Images should be 355 dpi or higher resolution. Ads should be submitted in full color (four color), as you ordered when you requested it. Please contact Nuria Sánchez ([wocmesadvertising@tresculturas.org](mailto:wocmesadvertising@tresculturas.org)) for availability and specifications.

## Additional Advertising Opportunities

- **Promotional items** (fee does not include promotional item). Advertise your business with a flyer, pen, magnet, bookmark, coupon, etc. to be distributed with other registration materials upon check-in. (To be supplied by advertiser before Friday, June 1st, 2018).
- **Banner Ads.** Placing a banner ad in WOCMES's web (limited number available) are another way to get noticed at the Congress. (To be sent by advertiser before Friday, June 1st, 2018).
- **Lanyards.** Your company name, logo and/or website featured on every attendee's name badge lanyard! (To be supplied by advertiser before Friday, June 1st, 2018).
- **Tote Bags.** Tote bag sponsorship is a good option to have a great visibility at WOCMES! (To be supplied by advertiser before Friday, June 1st, 2018).
- **Other Ad opportunities.** If you have in mind any other ad opportunities which you think might better fit the needs of your company, please feel free to send it to us and we will work it out!

Please contact Nuria Sánchez ([wocmesadvertising@tresculturas.org](mailto:wocmesadvertising@tresculturas.org)) if you have any questions or would like more info on becoming a WOCMES advertiser.

## WOCMES' Policy on Advertising

Appropriate advertisements are accepted for WOCMES publications on a space available basis. WOCMES reserves the right to refuse ads it deems inappropriate or in conflict with WOCMES' objectives.

Advertisers represent and warrant that the advertisement and contents therein will not infringe upon any patent, trademark, or copyright; WOCMES reserves the right to reject any advertisement for any reason and in its sole discretion.

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**TRES CULTURAS**  
الثقافات الثلاثة - שלוש התרבויות  
FUNDACIÓN

In partnership with:



JUNTA DE ANDALUCÍA

**NO SDO**  
AYUNTAMIENTO DE SEVILLA



UNIVERSIDAD DE SEVILLA



Casa Árabe  
البيت العربي

Official travel agency:

**VIAJES El Corte Inglés**  
EVENTOS



**wocmes**  
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**TRES CULTURAS**  
الثقافات الثلاثة  
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## WOCMES ADVERTISING INSERTION ORDER FORM

**1** Company Name

**2** Address

Contact Name

Email

Website

Phone

Fax

**3** Payment

Payment should be made by international wire transfer before friday, **May 18th, 2018**.

Requests for advertising must be sent by e-mail to the person responsible for Advertising, **Nuria Sánchez wocmesadvertising@tresculturas.org**

The deadline for requests is **May 18th, 2018**.

- » WOCMES Advertising form completely filled in.
- » Proof of payment of the advertising fee for all your requests.
  - Recipient: Three Cultures of the Mediterranean Foundation (C.I.F. G-41942681)
  - Address of the recipient: Pabellón Hassan II – C/ Max Planck 2 – Isla de la Cartuja – Seville 41092. Spain
  - Name of the Bank: LA CAIXA
  - Bank Address: C/ Sierpes, 85, pl. 2. 41004 - Sevilla
  - Bank account number: 2100 8688 77 0200033026
  - IBAN (electronic format): ES0321008688770200033026
  - IBAN (paper format): IBAN ES03 2100 8688 7702 0003 3026
  - SWIFT / BIC: CAIXESBXXX

The costs resulting from the international wire transfer will be borned by the advertiser.

Without compliance with the aforementioned requirements, no ad will be valid for advertising in WOCMES.

Company/Organization

Full Name

Email contact

Phone contact

Signature

Once you complete and fill in this Advertising Form, please send it to **Nuria Sánchez wocmesadvertising@tresculturas.org**, and don't forget to invoice a receipt of your success international wire transfer.

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## 4 Choose Publication(s)

### WOCMES PROGRAM ADS

(Insertion order and payments by May 18th, 2018)

AD size/location	Exact Dimensions	WOCMES Seville 2018	Book Exhibition WOCMES Seville 2018
Quarter page	8,89cm W x 11,43 cm H (3,5" W x 4,5" H)	210 €	105 €
Half page vertical	8,89cm W x 24,13cm H (35" W x 9,5" H)	360 €	180 €
Half page horizontal	19,05cm W x 11,43cm H (7,5" W x 4,5" H)	360 €	180 €
Full page	19,05cm W x 24,13 cm H (7,5" W x 9,5" H)	630 €	315 €
Double page spread	38,10cm W x 24,13cm H (15" W x 9,5" H)	1,140 €	570 €
Special placement	(Extra to add)	+ 10%	+10 %
Inner front cover page	21,59cm W x 29,21cm H (8,5" W x 11" H)	800 €	800 €
Inner back cover page	21,59cm W x 29,21cm H (8,5" W x 11" H)	750 €	750 €
Back cover	21,59cm W x 29,21cm H (8,5" W x 11" H)	Reserved	Reserved

Placement request information (please inquire about availability)

Inner Front Cover page (21,59cm W x 29,21cm H / 8,5" W x 11" H)	800€
Inner Back Cover page (21,59cm W x 29,21cm H / 8,5" W x 11" H)	750€

Please inquire about availability of Inner Front Cover and Inner Back Cover.

Remember all costs resulting from the international wire transfer will be borned by the advertiser.

### WOCMES BANNER ADS

Banner in WOCMES web's home - 1000 x 250 px	300€
Banner in WOCMES web (film, book exhibition and cultural activities) - 1000 x 250 px	250€

### WOCMES PROMOTIONAL ITEMS

Flyer, pen, magnet, bookmark, coupon, etc. to be included with registration materials. Insertion orders due May 18th, 2018 & promotional item(s) must be delivered to WOCMES Advertising Coordinator, Nuria Sánchez by June 1st, 2018.

One item*	600€
Two items*	1.100€
Three items*	1.500€

\* Please indicate type of item above.

### OTHER ADVERTISING MATERIALS

For any other materials date will be the same: insertion orders due May 18th, 2018 & promotional item(s) must be delivered to WOCMES Advertising Coordinator, Nuria Sánchez by June 1st, 2018.

Lanyards	3.000€
Tote bags	4.000€

\*If you have any other ad opportunity in mind which you think might feel better the necessities of you company, please feel free to send it to us and we will work it out!

VAT to be added at final price	21%
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