

**Do you Want
2.7 million visitors
To buy your products
Or
use your services?**

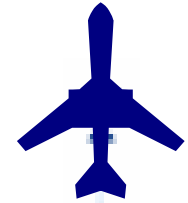


We have the
Total Media Solution
That targets them
Directly &
Efficiently!



1 Dositheou Street, Solea Building, Nicosia 1071, Cyprus
Tel +357 22 375816 Fax +357 22 375817 Email: sales@adboard.com.cy

**We are taking off
with our
In Flight Media**



AdBoard
Dynamic Communication

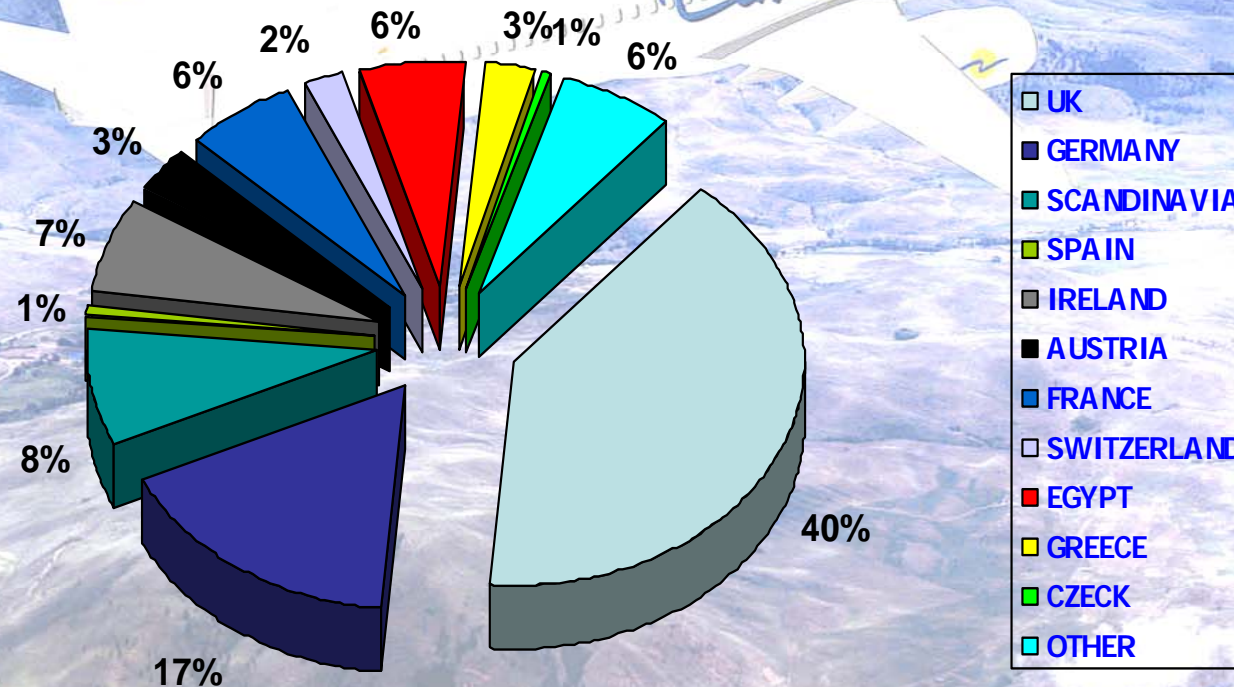
1 Dositheou Street, Solea Building, Nicosia 1071, Cyprus
Tel +357 22 375816 Fax +357 22 375817 Email: sales@adboard.com.cy



✈ **Subsidiary of Cyprus Airways**

✈ **Nr 1 Charter Airline in Cyprus**

✈ **Profile of Passengers:**



COCKTAIL
IN FLIGHT MAGAZINE

A Great

Media

COCKTAIL MAGAZINE A POWERFUL MEDIA

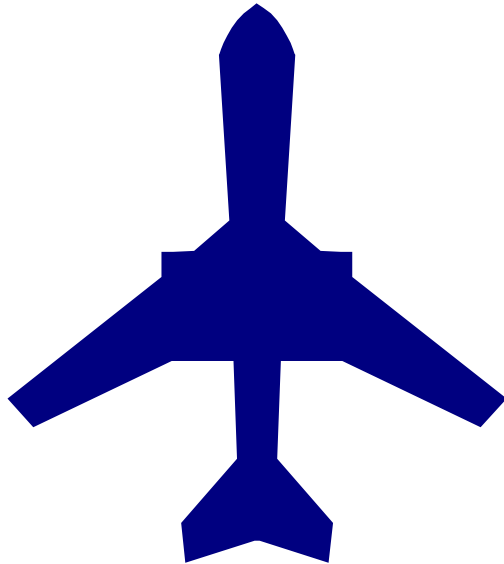
EUROPE

▪ 24 PUBLICATIONS / 17 PUBLISHERS

▪ **ADBOARD** IS ONE OF THEM

▪ 6.4M. MONTHLY READERS (SOURCE: EMS 2003)

▪ 7000 AD PAGES (SOURCE: SECODIP)



EUROCYPRIA

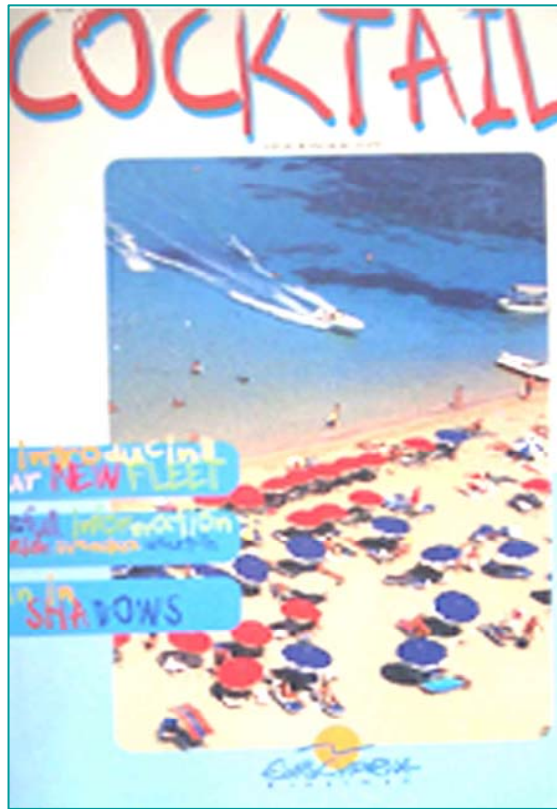
MORE THAN **600.000**

PASSENGERS AND READERS

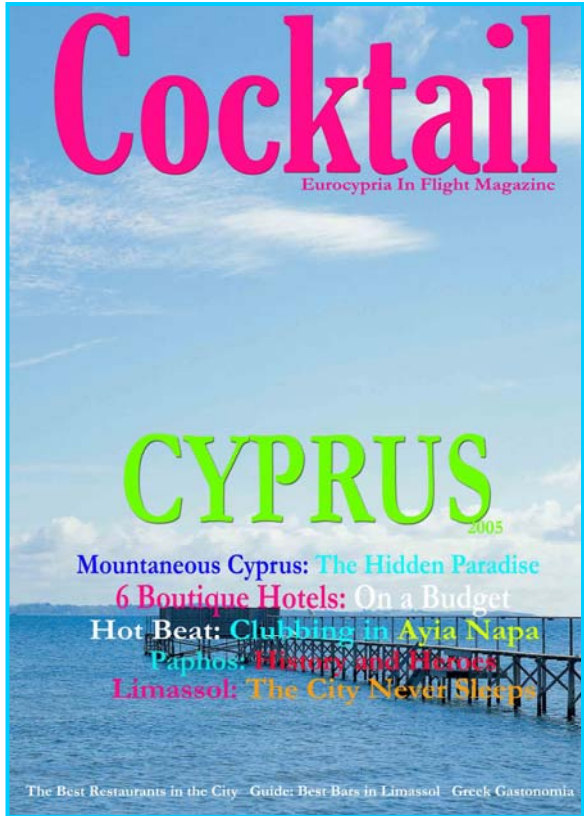
AdBoard
Dynamic Communication

A MEDIA WITH AN OUTSTANDING CONTENT

THE COVER



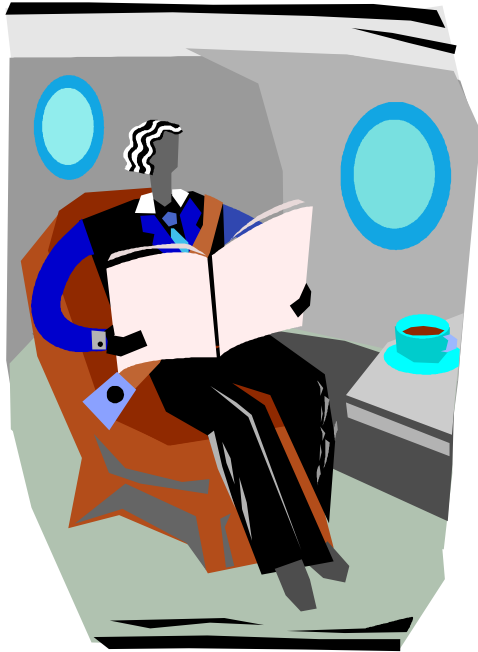
Before



Adboard



A MEDIA THAT TARGETS A CAPTIVE AUDIENCE



SHORT FLIGHTS	2 HRS	25%
MEDIUM FLIGHTS	3.5 HRS	35%
LONG FLIGHTS	4.5 HRS	40%

AVERAGE READING TIME

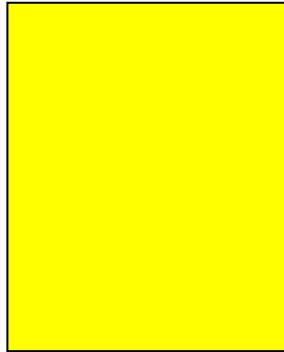
40'*

***SOURCE: EMS 2003**

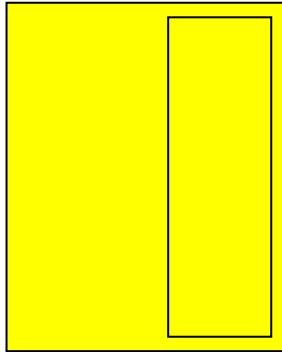
AdBoard
Dynamic Communication

COCKTAIL

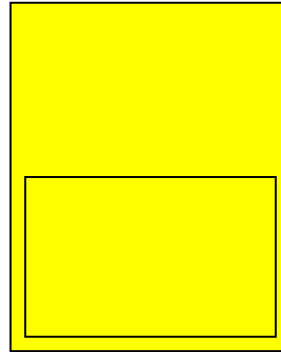
THE PAGES



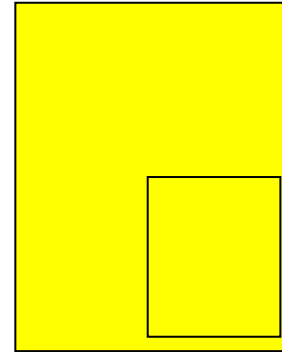
Full Page Bleed
286mm*216m



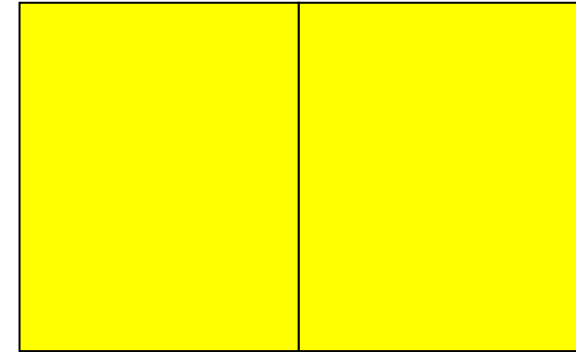
1/2 Page Horizontal
190mm*125mm



Half Page Vertical
95mm*255mm



Quarter Page
95mm*125mm



Spread
426mm*286mm

THE PRICES

Spread

£1.950*

Back Cover (Bleed & Non Bleed)

£1.650

Inside Front/Back Cover

£1.450

Full Page

£1.150

Half Page (non bleed only, vertical and horizontal)

£750

Quarter Page Vertical (non bleed only)

£450

*** Prices do not include VAT.**

A MEDIA THAT TARGETS A CAPTIVE AUDIENCE



SHORT FLIGHTS	2 HRS	25%
MEDIUM FLIGHTS	3.5 HRS	35%
LONG FLIGHTS	4.5 HRS	40%

AVG WATCHING TIME

80'

In Flight Advertising Programme

- **IN FLIGHT ENTERTAINMENT (IFE) MOTION ADS**
 - **UPTO 30 SECONDS**
 - **SHOWN IN ALL FLIGHTS**
 - **TAPE FORMAT: BETA SP/PAL**
- **IN FLIGHT ENTERTAINMENT (IFE) STILL ADS**
 - **UPTO 8 SECONDS**
 - **UPTO TO PHOTOGRAPHS WITH OR WITHOUT VOICEOVER**
 - **SHOWN IN ALL FLIGHTS**

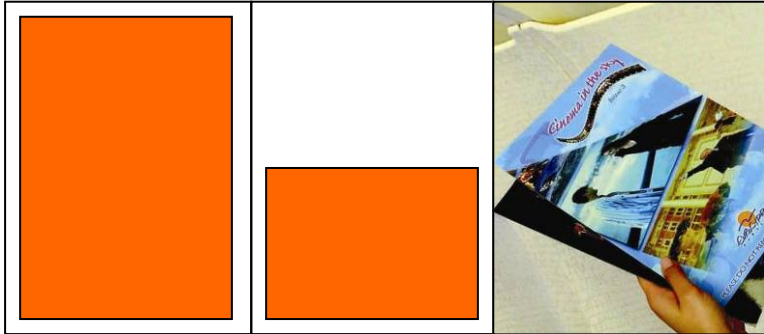
In Flight Advertising Magazine

- FEATURES THE FULL IN FLIGHT ENTERTAINMENT PROGRAMME
- PRINTED ON HIGH QUALITY PAPER
- IMPRESSIVE AND SOPHISTICATED GRAPHICS AND DESIGN
- PUBLISHED 6 TIMES A YEAR
- AVAILABLE TO ALL 600.000 PASSENGERS OF EUROCYPRIA





ADVERTISING RATES 2006



Full Page NB
210mm*297mmh
A4

Half Page (NB)
210mm*147mm
A5

Please note that for Bleed ads add 6mm on w&h.

RATES	CY £
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IFE MAGAZINE – BI MONTHLY Colour

Full Page (Bleed & Non Bleed)	£900
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Half Page (Bleed & Non Bleed)	£600
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Notes

1. All ad material should be prepared in the requested format.
2. Dimensions indicated refer to width by height.
3. Cancellations: 25% of the full value of the advertisement will be charged for cancellations made 20 days prior to printing.
4. Publishing Date:
Bimonthly: April-June
July-September-
November-December
Sept.-Nov, December
5. VAT is not included in prices.

IFE PROGRAMME



RATES	CY £
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STILL AD (8") – 6 MTHS	£1,850
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MOTION AD (15") 6 MTHS	£2,950
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MOTION AD (30") 6 MTHS	£4,850
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STILL AD (8") 12 MTHS	£3,500
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MOTION AD (15") 12 MTHS	£5,600
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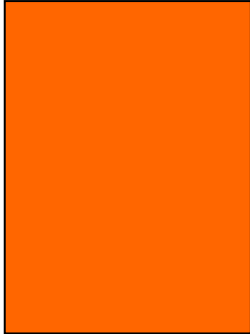
MOTION AD (30") 12 MTHS	£10,000
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The Sun Times

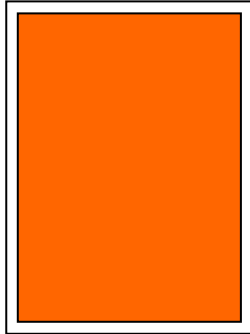
- Target Market: More than 2.7mn visitors that visit Cyprus every year.
- **Nr 1** Tourist Monthly Newspaper in Cyprus
- First Established English Language Visitors Newspaper in Cyprus
- Average Monthly Circulation: 50.000 copies
- Average Readership: 125.000 individuals per month
- Audience: Targeted Audience – Tourists/Visitors visiting the island
- The best value for money for the specific target
- Excellent Printing in a top European facility
- Thorough and free distribution in quality hotels, restaurants, shops, Eurocypria inbound flights, ex pat communities around the island etc.



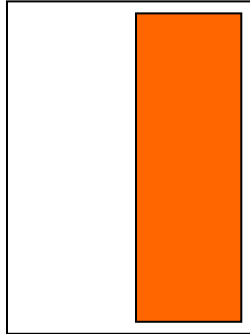
ADVERTISING RATES 2006



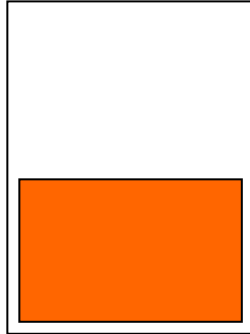
Full Page Bleed
296mm*366mm



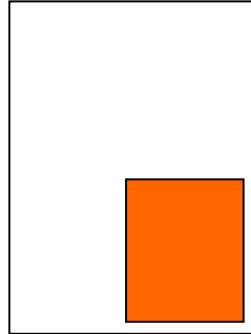
Full Page (non Bleed)
260mm*330mm



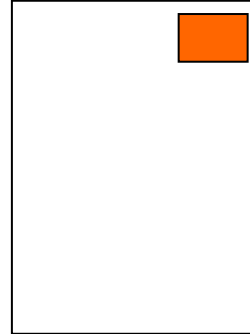
Half Page Vertical
(NB)130mm*330mm
(B) 148mm*366mm



Half Page Horizontal
(non Bleed)
260mm*160mm



Quarter Page Horizontal
(non Bleed)
130mm*160mm



Ear Piece page 1 (NB)
70mm*40mm
Other Ear Pieces
40mm*25mm

Notes

- All ad material should be prepared in the indicated format.
- Dimensions indicated refer to width by height.
- Cancellations: 25% of the full value of the advertisement will be charged for cancellations made 20 days prior to printing.
- Publishing Date: May-Sept 2006 (monthly) (Sept-Fall Winter Issue)
- VAT is not included in prices.

RATES (monthly)

CY £

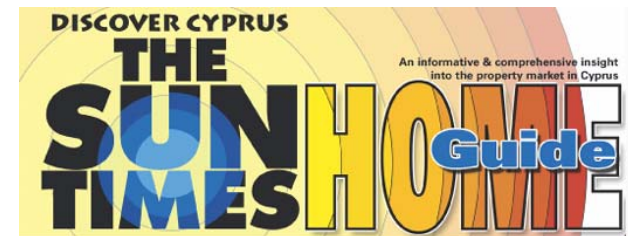
Colour

Centre Spread without bleed 550mm * 360 mm	£1,500
Centre Spread with bleed 586mm*366mm	£1,500
Back Cover (Bleed & Non Bleed)	£1,000
Full Page (Bleed & Non Bleed)	£900
Half Page (non-bleed only, vertical and horizontal)	£600
Quarter Page Vertical (non bleed only)	£450
Ear Piece – Front Cover	£200

The Sun Times Home Guide

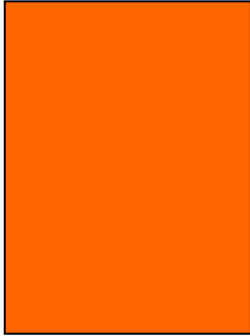
- Published by Adboard
- Target Market: All foreign candidates planning to invest in Cyprus Property and/or have invested and thinking of relocating
- The Only Established English Language Magazine targeting this segment
- Average Quarterly Circulation: 30.000 copies
- Average Readership: 155.000 individuals per quarter
- Audience: Foreign Investors of property in the Cyprus Market
- Excellent Printing in a top European facility
- Thorough and free distribution

AdBoard
Dynamic Communication

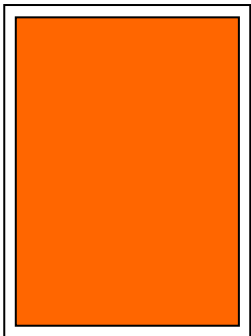




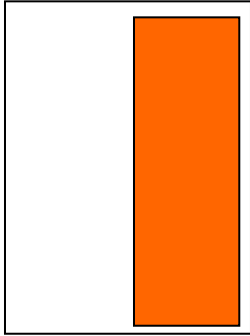
ADVERTISING RATES 2006



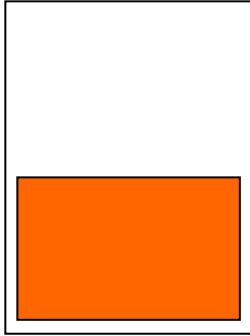
Full Page Bleed
21.6*30.3cm



Full Page (non Bleed)
17*25.7cm



Half Page Vertical
(NB) 8.5*25.7cm



Half Page Horizontal
(NB) 17*13cm



- Notes**
1. All ad material should be prepared in the indicated format.
 2. Dimensions indicated refer to width by height.
 3. Cancellations: 25% of the full value of the advertisement will be charged for cancellations made 15 days prior to printing.
 4. Publishing Date: July-Sept 2006 (quarterly)
 5. All Adwork should be supplied in electronic format and be dispatched to Adboard in the address below.
 6. Colour proof should be supplied with disk.
 7. Disk&Format: Mac OC in Quark Xpress or EPS file (all fonts, images and colour proofs to be supplied). Pls remember to convert all images to CMYK.
 8. Spot colours need to be converted to CMYK.
 9. Deadline for submission of material the 15th May, 2006.
 10. VAT is not included in prices.

RATES (quarterly) CY £

	<u>Colour</u>
Back Cover	£2,500
Inside Front Cover	£1,250
Full Page Colour	£950
Inside Back Cover	£1,250
Half Page (non-bleed only, vertical and horizontal)	£600
Extra Presentation Page for projects-promotion (full page ad)	£250

CONTACT US



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1st Floor,
Nicosia 1071
Cyprus**

Tel: +357 22 375816

Fax: +357 22 375817

Email: sales@adboard.com.cy