

Specifications  
for supplying  
material

# LEADERS of INDUSTRY 2012

## FirstChoice LeaderProfile

- A4 full page ad
- Corporate profile – three sections
  - Our Team 250 words + photo
  - Company profile 65 words + contact & web details + logo
  - Product 200 words + photo
- CEO/MD interview (200-250 words) + photo in the 2012 Crystal Ball article

### SAMPLE



### FULL PAGE AD



### OUR TEAM/OUR EXPERTISE/ THE YEAR AHEAD

This is a recommendation only, and could cover some of the industry expertise that your team can offer which would set your company apart from competitors. Alternately, you may choose to run 250 words on Developments & Innovations, focusing on some of the new offerings your company will introduce in 2012, or has recently introduced. This should NOT be a company profile or self promotion but something that will add value or be of genuine interest to our readers.

### COMPANY PROFILE

This should be brief and focus on key strengths of your business – do not use superlatives or overt marketing speak here.

### PRODUCT

Select a recently launched Product or Product Range and focus on features and technical benefits of the product(s) – do not use superlatives or overt marketing speak here.

### SAMPLE

#### CEO/MD INTERVIEW

Our Editor will email your CEO/MD with some draft questions, and then follow up with a phone call to discuss and gather text for this article. Please nominate your CEO/MD and provide contact details when requested by your Account Manager.



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# LEADERS<sub>of</sub> INDUSTRY 2012

## Standard LeaderProfile

- A4 full page ad
- Corporate profile – three sections
  - Our Team 250 words + photo
  - Company profile 65 words + logo
  - Product 200 words + photo

### SAMPLE



The new developments

**VEGA**  
64.8

**VEGAPULS**  
Radar Level Measurement

Leading Forward **VEGA**

### FULL PAGE AD



**OUR TEAM**

**Looking Forward** **VEGA**

**PRODUCT**

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