



Dear Skålleague,

I would like to encourage you to attend the 75th Skål World Congress www.skalmexico2014.com which will be held in Mexico City from 25-30 October 2014 by offering you a special incentive which would cover your congress registration fee.

The following is the proposal:

If you are able to find a company to advertise in the printed version of the Skål Magazine for an amount of Euros 5,000, then 50% of the amount (Euros 2,500) will be placed on your member's account against the registration fee for the Mexico Skål World Congress. If unused or the registration is cancelled, no reimbursement will be made. Moreover an advertising banner with a direct link to the company's website will be published in three issues of the E-SkålNews (monthly e-newsletter).

The printed Skål Magazine has a print-run of 20,000 and is received by our 17,000 members, as well as handed out at major international trade fairs and other events worldwide. The magazine is also available on the Skål website. You can view the latest printed version [here](#). Should you need to get hardcopies of the magazine for your promotion, feel free to contact [Ana Maria](#) at the General Secretariat who will be pleased to send these to you by post. The printed Skål Magazine will be published in December 2014/January 2015.

<p><u>Specifications for the advertisement:</u></p> <p>Page (21 x 29,7 cm) Image file to be supplied as jpeg, tiff, pdf or gif High resolution 300 dpi, 3mm bleed CMYK</p>	<p><u>Specifications for the banner:</u></p> <p>375 X 325 pixels Image file to be supplied as jpg, tiff or gif File size must not exceed 80KB</p>
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For any further information and/or confirmation of advertising, contact directly anamaria.vera@skal.org. We would need to receive your response by *25 September 2014* at the latest.

Do not miss this opportunity to experience the Skål spirit and do business among friends during the 2014 Skål World Congress, as well as to live, taste and enjoy more of Mexico! Join us for the big FIESTA MEXICANA.



I look forward to meeting you in Mexico City.

Best regards.

Karine