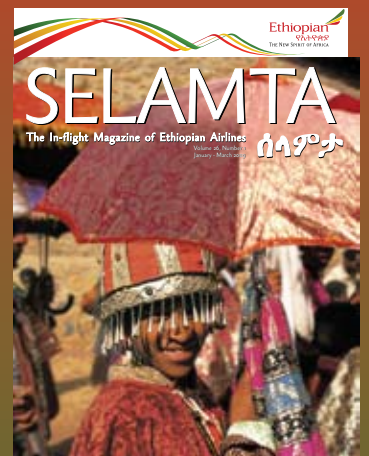
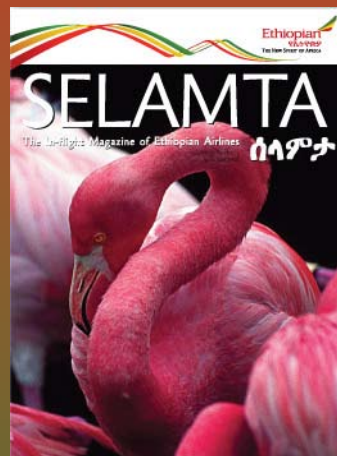
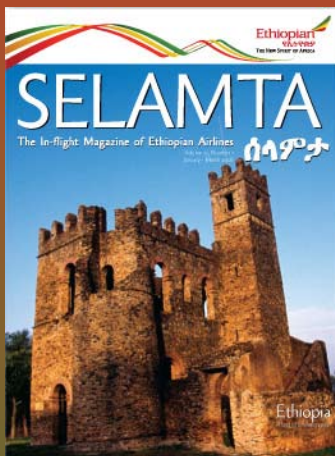


SELAMTA

The In-flight Magazine of Ethiopian Airlines MEDIA KIT



Africa's 1st
Boeing 777-200
Long-range Aircraft



Selamta, the in-flight magazine of Ethiopian Airlines provides a not-to-be missed opportunity for advertisers wishing to expand their sales in the African and international markets. Now in its 28th successful year since 1983. *Selamta*, meaning 'Greetings' in Amharic, is published quarterly for Ethiopian Airlines by Camerapix Magazines (UK) Ltd.

ETHIOPIAN AIRLINES

Ethiopian is a successful airline: one of the longest established and largest 100% African owned airlines, having been in continuous operation since 1946. Its vision is to be the most competitive and leading aviation group in Africa by providing safe, market driven and customer focused passenger and cargo transport, aviation training, flight catering, MRO (maintenance, repair and overhaul) and ground services.

Through the growing Addis hub, Ethiopian Airlines continues to be the link between Africa and the Middle East and Gulf region, Asia, Europe, the Far East and North America.

Ethiopian's unique quality lies in its extensive African network and the direct connections that it offers. The airline operates the youngest fleet in Africa. In addition to the exciting plans for fleet expansion, the state-of-the-art cargo terminal, maintenance hangar and the modern Bole International Airport have opened doors for more growth opportunities.

Selamta, the inflight magazine of Ethiopian, is carried on board Ethiopian's local, regional and international flights, reaching a broad spectrum of people. It is a high-quality publication that features a diverse array of subjects, including business, technology, health, travel, sports, culture and much more. The magazine is a major point of reference and influence in the Ethiopian market, read by the country's top business people and is a showcase for the best of what Ethiopia has to offer the world.

For the advertiser, *Selamta* reaches millions of affluent readers who provide a captive target audience. With over three million passengers carried each year, Ethiopian Airlines is the carrier of Africa's elite, frequent flyers and large numbers of non-Africans doing business on this continent. They are key decision-makers: managers, diplomats, business owners, professionals and executives. They primarily represent an upscale group of frequent flyers with disposable incomes far above the national average.

Ethiopian is Africa's number one airline. Advertise in *Selamta* and you will effectively and creatively reach your key audience.

Current Commercial Fleet

Long Range Passenger Services

2 Boeing 777-200LR
ET-ANN, ET-ANO

Long Range Passenger Services

11 Boeing 767-300 ER:
ET-ALC, ET-ALH, ET-ALL, ET-ALJ, ET-ALO,
ET-ALP, ET-AME, ET-AMF, ET-AMG,
ET-AMQ, ET-ANU

Medium Range Passenger Services

8 Boeing 757-200 ER:
ET-AKC, ET-AKE, ET-AKF, ET-ALY, ET-ALZ,
ET-AMK, ET-AMT, ET-AMU

5 Boeing 737-800:

ET-ANZ, ET-AMZ, ET-AOA, ET-ANA,
ET-AOB

5 Boeing 737-700:

ET-ALK, ET-ALQ, ET-ALM, ET-ALU, ET-ALN

8 Bombardier DHC-8 Q400:

ET-ANI, ET-ANJ, ET-ANK, ET-ANL, ET-ANV,
ET-ANW, ET-ANX, ET-ANY

Domestic Passenger Services

5 Fokker 50
ET-AKR, ET-AKS, ET-AKT, ET-AKU, ET-AKV

Cargo and Non-Scheduled Services

1 Boeing 757-260 Freighter: ET-AJS
1 Boeing 757-200 PCF: ET-AJX
1 Boeing 747-400F
2 MD-11 CF: ET-AML, ET-AND

International Route Map



Advertising rates

Back cover	£5,000.00
Inside front cover	£4,175.00
Inside back cover.....	£4,175.00
Double page	£4,500.00
Full page	£3,640.00
Half page	£2,700.00
One-third page	£1,735.00
One-quarter page	£1,590.00
One-sixth page	£1,000.00

Special Positions

Specific pages	16%Extra
Within a specified feature	16%Extra
Facing/within Duty Free pages.....	6%Extra
Branding/Gatefolds/Inserts:	Contact us for the rate

Discounts & Surcharges

2-3 Consecutive Insertions	5%
4 Insertions	10%

Agency Commission 15%. Rates are per insertion
All rates are for each insert
All rates are quoted in British Pounds Sterling

Publishing Schedule

Publication Dates

January, April, July and October

Deadlines

Issue	Booking deadline	Material Deadline
January-March	November 15	November 22
April-June	February 15	February 22
July-September	May 15	May 22
October-December	August 15	August 22

Advertising Materials

Advertisements should be provided in form of digital artwork on CD/DVD. Any design or typography that is required, will be charged back to the client at cost. Cancellation in writing, **60 days** before the end of the Quarter.
SERIES: Full payment on one or two issues will be levied if series discount granted and cancelled after two or three issues.

Sheba Duty Free Guide

Publication dates are same as above.

For more information on advertising in this duty free guide please consult Camerapix Magazines Ltd on the contacts overleaf.

Technical Data

Selamta employs a fully digital workflow, using Apple Macintosh computers running OSX and utilising, Adobe Creative Suite: InDesign CS3, Photoshop CS3 and Illustrator CS3.

Final material to be Supplied as either:

- Press-ready PDF, prepared to Pass4Press specifications
- Composite EPS files with fonts converted to Outlines / Curves
- TIFF files at 300dpi at full size (CMYK)
- JPEG files at 300dpi at full size (CMYK), saved at maximum quality
- InDesign files with Linked images
- Please include all original design files, pictures and fonts separately

Notes:

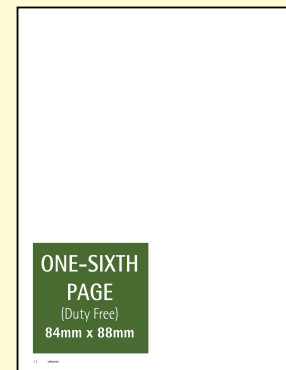
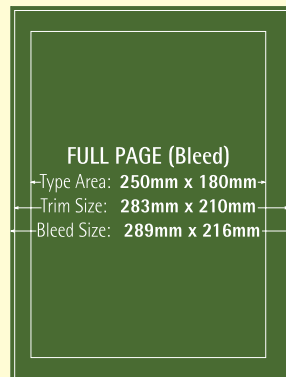
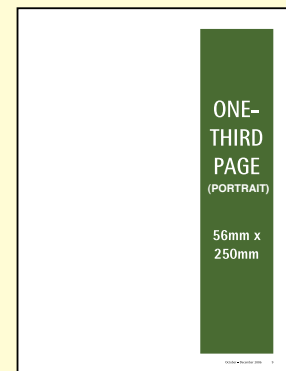
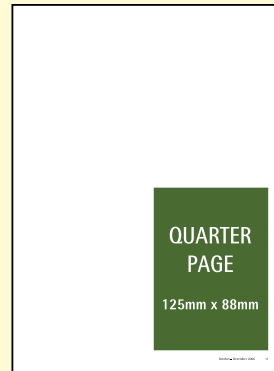
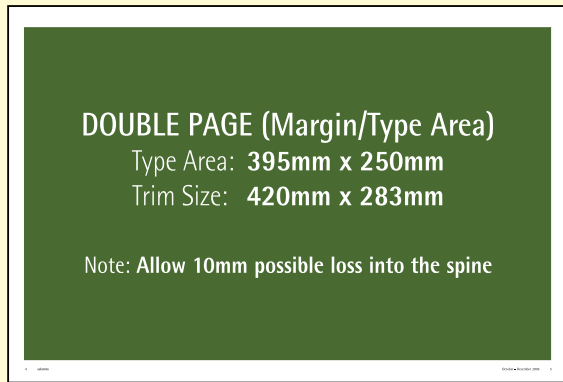
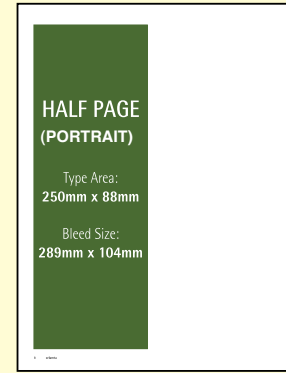
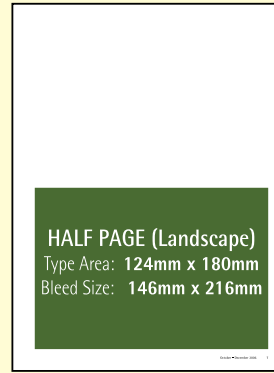
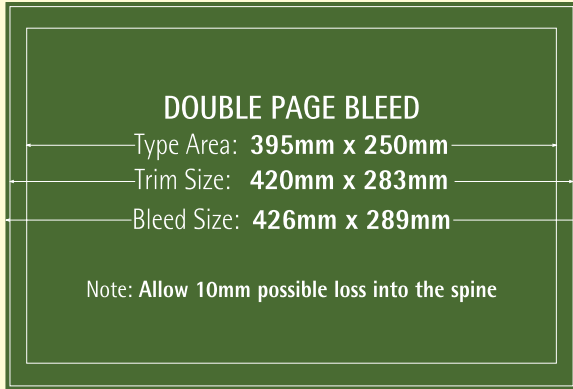
- Crop and register marks must appear on all files, located 6mm outside the trim area. Please mark the final design file to use very clearly. Kindly include with the file all original design files, picture files, fonts, etc (Collect for Output), including those embedded in EPS files.
- If supplying material created in Illustrator or Freehand, please supply two versions of the file: one with fonts converted to Outlines / Curves and one with fonts not converted to Outlines / Curves.
- If using CorelDraw, Pagemaker or other PC software to compile material, please make sure all final files are exported to PDF or EPS format, with all fonts embedded and supplied with linked files. No responsibility can be taken for files not supplied as per the above specifications and for any artwork which exceeds the type area specified above.

To ensure accuracy:

- Please keep within our trim, bleed and type area specifications. All page elements required to appear within the trimmed area, approx 5mm inside the trim areas.
- Items intended to bleed off the page should extend approx. 3mm outside the trim area.
- Please supply Double page material as separate left and right hand pages. All type must clear the gutter by 7.5mm each side. Double image allowance is 3mm from each side of the centre to be included within the double page trim area.

All colours used in the document should be set to 'Process Separation'. Crop or resize scans as much as possible before placing to keep file sizes down. Avoid importing EPS files into other EPS files.

Advert Sizes



Double page (Trim).....	H 283mm x W 420mm
Full page (Bleed).....	H 289mm x W 216mm
Full page (Trim)	H 283mm x W 210mm
Half page (Hor.)	H 124mm x W 180mm
Half page (Ver.)	H 250mm x W 88mm
One third page (Hor.).....	H 84mm x W 180mm
One third page (Ver.).....	H 250mm x W 56mm
Quarter page.....	H 125mm x W 88mm
One sixth page	H 84mm x W 88mm

For more information contact:

Camerapix Magazines (UK) Ltd
 32 Friars Walk, Southgate,
 London, N14 5LP,
 Tel: +44 (20) 8361 2942,
 Mobile: +44 79411 21458,
 E-mail: camerapixuk@btinternet.com

Camerapix Magazines Ltd
 Nairobi, Kenya,
 Tel: 254-20 4448923/4/5,
 Fax: 254-20 4448818 or 4441021,
 E-mail: creative@camerapix.co.ke,
 sales@camerapix.co.ke

Terms & Conditions

All advertisements in Selamta are accepted under the following terms and conditions. No variation is permitted unless approved in writing by Ethiopian Airlines, the Publisher or Managing Director of appointed agents acting on behalf of the Publisher or Airline.

1 Cancellation of confirmed bookings is required in writing before the booking deadline of the relevant issue. If the advertiser insists on cancellation after the booking deadline, the advertiser will be liable to pay one hundred per cent (100%) of the contracted advertising rate.

2 Cancellation or postponement of any portion of an advertising contract nullifies all earned rate and/or frequency discounts for the entire contract. In such cases, the advertiser or the advertising agency will become liable for the difference between the contracted rate and the published media kit rate on all of the past insertions. Frequency discount applies to those advertisements that have been booked to appear within a 12-month period.

3 All advertisements are accepted and published by the Publisher on the representation of the advertiser and the advertising agency that both are authorised to publish the entire contents and subject matter of the advertisement. The advertiser and the advertising agency shall be held solely responsible for the contents of the advertisements and Ethiopian Airlines, the Publisher and its appointed agents cannot be held liable for any claims if material is not supplied to the specifications laid out in this rate card.

4 In consideration of publication of an advertisement, the advertiser and the advertising agency will indemnify and hold harmless Ethiopian Airlines, the Publisher, the magazine, their officers, agents and employees against losses and expenses (including legal fees) and losses resulting from the publication of the contents in the advertisement, including, and without limitation to, claims or suits for libel, violation of right of privacy, defamation, trademark or copyright infringement, misappropriation or plagiarism.

5 Execution of an order is subject to the Publisher's approval of copy, including display, text and illustration. Ethiopian Airlines and/or the Publisher reserves the right to reject any advertisement for any reason at any time.

6 The Publisher maintains control on the placement of advertisements and reserves the right to deny special positioning and refund any surcharge fees paid for special positioning.

7 Ethiopian Airlines reserves the right to change advertising rates on a 60-day notice.

8 If the advertiser or the advertising agency fails to submit advertising material on time, Ethiopian Airlines, in consultation with the Publisher, Advertising Agency and Advertiser, reserves the right to repeat a previous advertisement of the correct size/technical specification or run a house advert or blank page. In any case the advertiser or the advertising agency will be liable to pay one hundred per cent (100%) of the contracted advertising rate.

9 The Publisher reserves the right to add the word 'advertisement' at the top or anywhere within any page that, in the Publisher's sole judgement, too closely resembles the editorial pages of the publication.

10 If the Publisher is asked to compile advertising material for an advertiser or its agency, the Publisher reserves the right to raise a charge for doing so and will do so prior to proceeding with the work. The Publisher will endeavour to seek the final approval of the advertiser or the advertiser's agent before going to print, but reserves the right to proceed with publication of said material if the advertiser or its agent has not responded with authorisation before the print submission deadline.

11 If the Publisher has compiled material for an advertiser, the Publisher or its appointed agents assume no responsibility for any inaccuracies or misrepresentation thus caused as outlined in point 5 above.

12 The advertiser and the advertising agency are jointly and severally liable for payment of all invoices for advertising placed. The advertiser and the advertising agency agree not to make promotional or merchandising reference to Ethiopian Airlines without written permission of the Publisher.

13 Payment is due 30 days from the date of invoice. All payments should be made in the currency as stated on the invoice. All rates are quoted as payments due, free of all withholding taxes and duties unless specified. The Publisher and appointed agents reserve the right to ask for prepayment from any advertiser or its advertising agency.

14 If charges for Advertisements which have been placed correctly as per this media kit are not paid in full to Ethiopian Airlines, the Publisher or appointed agency from the Advertiser's agency for advertisements which have been placed correctly as per this media kit, are not paid in full then the Ethiopian Airlines, the Publisher or appointed agency reserves the right to collect said charges from the advertiser, and the advertiser's agency shall execute all assignments. In addition, Ethiopian Airlines may hold the advertiser and its agency jointly and severally liable for all sums due to the Publisher or appointed agent, even if the advertiser has previously paid the agency.

15 A 1.5 % per month service charge (18 % per annum) will be added to all invoices 30 days or more past due. Where necessary, any legal or collection fee is incurred in collection efforts will also be added to charges due.

16 The Publisher assumes no responsibility for any errors or omissions in any advertiser index, or in any advertising typeset by the Publisher. The Publisher is not liable for any failure to publish or circulate all or any part of any issue because of circumstances beyond its control. The liability for any error or omission or delay for which it may be legally held responsible, shall not exceed the cost of the space paid for and occupied by such individual advertisement.