



**German American
Chambers of Commerce**
Deutsch-Amerikanische
Handelskammern

German American Chamber of Commerce, Inc.
75 Broad Street, Floor 21
New York, NY 10004
Tel. +1 212 974-8830 | Fax +1 212 974-8867
info@gaccny.com | www.gaccny.com

Subsidiaries of German Firms in the U.S. 2009

Published by:

German American Chamber of Commerce, Inc.
75 Broad Street, 21st Floor, New York, NY 10004 Tel.: (212) 956-1770 Fax: (212) 974-8867

PUBLICATION PROFILE:

Over the years, the directory of *Subsidiaries of German Firms in the U.S.* has become a standard reference book of German-American trade.

The book, with over 300 pages, gives information on approximately 1,800 German subsidiaries in the U.S. – listing address, telephone, fax, e-mail, the contact person and title, product info, SIC code, branches and offices. A special index lists companies according to SIC code classification. Each entry also lists the German parent company, its address and the percentage of German parent ownership.

Corporate advertisements placed in the directory publicize a company's character, products and activities in a very select medium.

DISTRIBUTION:

The directory is purchased from the seven regional Chamber offices by business organizations and individuals representing various aspects of German and American business and industry.

CIRCULATION PRINT: 1,000 copies

CLOSING DATE FOR AD MATERIAL:

December 15th, 2008

PUBLISHING DATE:

January 2009



ADVERTISING RATES

BLACK AND WHITE ADVERTISING RATES

1/1 page	US \$ 2,800
2 page spread	US \$ 5,250
1/2 page	US \$ 1,625

4 COLOR ADVERTISING RATES

1/1 page	US \$ 3,800
2 page spread	US \$ 6,600
1/2 page	US \$ 2,625

Outside Back Cover	US \$ 6,300 (incl. 4 c)
Inside Covers	US \$ 5,000 (incl. 4 c)

NEW:

ONLINE VERSION to be launched September 08:

www.germancompanies.us

YOUR BANNER WILL BE INCLUDED FREE OF CHARGE!



PRINTING MATERIAL

Color Advertisements: Please email your high-resolution file to nmichels@gaccny.com and also send a CD-ROM with Press Ready PDF files. PDF file must include high-resolution images (minimum of 300 dpi) and file must have all fonts embedded. Also include a hardcopy printout or fax of your advertisement.

STANDARD AD SIZES

Printing:	Off set	Unit	Width	x	Height	Width	x	Height
Binding:	Saddle Stitch							
Trim Size:	8 1/8" x 10 7/8"	1 page	7"	x	10 1/8"	178	x	256 mm
	206 mm x 276 mm	2 page spread	15 3/4"	x	10 1/8"	360	x	256 mm
Bleed size:	add 1/2" or 12 mm	1/2 page (horizontal)	6 7/8"	x	4 3/4"	175	x	120 mm
	to trim size (minimum)	1/4 page (horizontal)	6 7/8"	x	2 5/16"	175	x	59 mm
		1/3 page (vertical)	2 1/8"	x	9 9/16"	55	x	242 mm
		1/3 page (square)	4 1/2"	x	4 3/4"	115	x	120 mm
		1/3 page (horizontal)	6 7/8"	x	3 1/2"	175	x	120 mm

CONDITIONS AND TERMS

The publisher reserves the right to increase advertising rates any time upon notice in writing, and all contracts are accepted subject to this reservation.

The advertiser reserves the right to cancel contract without short rate at any date upon which higher rates are made effective by the publisher.

The advertiser agrees that the publisher shall not be liable for damages arising out of errors in advertisements beyond the amount paid for space actually occupied by that portion of the advertisement in which the error occurred, whether the error is due to the negligence of its servants or otherwise and there shall be no liability for non-insertion of any advertisement.

The publisher reserves option to insert above or below any copy the word "Advertisement".

The publisher is not responsible for advertising material unless return delivery instructions are received within ninety days after use.

The publisher will accept responsibility for reproduction of advertisements from progressive proofs only and **not** from color keys.

Responsibility for an error or imperfection inadvertently incurred by the publisher, will be accepted for the first insertion only of the intended advertisement

Advertisers and/or advertising agencies assume full responsibility for all content of advertisements and any claims made against the publisher because of such content.

The publisher reserves the right to refuse any or all copy deemed by the publisher to be unsuitable.

To qualify for any volume discount, a contract must accompany the first insertion of the relevant schedule.

Contracts apply to volume discounts only.

The publisher is not bound by any conditions or contracts which conflict with the terms of this rate card.

The publisher reserves the right to void any contract if the first insertion is not placed within one month of receipt of contract.

Contracts must be completed within 12 months of date of contract.

The publisher reserves the right to refuse any contract deemed unacceptable.

All advertisers will uniformly graduate to any new rate card upon effective date.

The publisher shall be entitled to payment as herein provided, upon having completed the printing and advertising and having taken reasonable steps to ensure that the publication will be distributed.

The publisher reserves the right to hold the advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.

As used in this section, the term "publisher" shall refer to *German American Chamber of Commerce, Inc.*

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