

IN PRINT, ON SCREEN, IN PERSON

ASIAFRUIT is the leading supplier of news, information and analysis for Asia's fresh fruit and vegetable business. Available in print, on screen and in person, ASIAFRUIT is the reference point of choice for business leaders working in Asia's fresh fruit and vegetable supply chain. From global suppliers to local buyers, our readers are the decision makers in the business. They want quality news and information to give them a competitive edge. They use ASIAFRUIT as a platform to present their products and services to the top players in the business.



Print and digital editions

ASIAFRUIT's print edition provides the best industry analysis as well as in-depth company, product and country profiles. Published ten times a year, it is also available as a digital edition to read on your computer or tablet, and is available for the iPad via the App Store. To view a sample issue, visit: bit.ly/AsiafruitSept



Online news services in English and Chinese

ASIAFRUIT's quality news and information is available online 24/7. The magazine's team of journalists and international correspondents post regular updates on Fruitnet.com/asiafruit. Asiafruitchina.net, ASIAFRUIT's Chinese-language portal, also offers high-quality industry coverage for Chinese readers.



Live networking events

ASIAFRUIT organises the premier fresh produce conference events for the business in Asia. ASIAFRUIT's annual conference events include: Asiafruit Congress, together with Asia Fruit Logistica each September in Hong Kong; Fresh Produce India, the annual event for the rapidly emerging Indian market; and Fresh Produce Forum China, China's leading international trade conference co-organised with Asia Fruit Logistica. The three events are the best way to learn about the markets, explore commercial opportunities and make new business contacts.

• NEW •
IMPROVED
& EXTENDED

2016

print and digital
information
service



Wide distribution

ASIAFRUIT is present at the world's leading fresh produce trade shows. It is distributed in large number – free of charge – at Asia Fruit Logistica in Hong Kong and Fruit Logistica in Berlin. It is also present at PMA in the US, World Food Moscow, World of Perishables in Dubai, Fruit Attraction in Madrid and other regional exhibitions.



Information network

ASIAFRUIT is part of the Fruitnet Media International Group. It is the sister magazine of Eurofruit (for fresh buyers in Europe, first published in 1973), Fresh Produce Journal (the magazine for the UK fresh produce market, first published in 1895), Americafruit (the news service for North America since 2000) and Produce Plus (the magazine for Australia and New Zealand since 2011). It is also a partner of Fruchthandel Magazine, Germany's leading fresh fruit and vegetable trade magazine.

Subject to alteration. For latest version, visit asiafruitmagazine.com and click Editorial

February

The Japan Issue

Distributed at Market Focus Products

Foodex Japan 2016
Japan
Bananas & Pineapples, Grapes
(Southern Hemisphere), Citrus (US),
Limes (Mexico), Onions & Squash,
Avocados (Mexico), Asparagus (Mexico)
Branding & Labelling, Packaging & Merchandising,
Reefer Logistics
Mexico

Specials

Suppliers

March

The India Issue

Distributed at Market Focus Products

Fresh Produce India 2016
Global Berry Congress - The Netherlands
India, Bangladesh
Apples & Pears, Citrus (California),
Grapes (Australia, India), Mangoes
(India, Mexico), Pomelos (Vietnam),
Strawberries (California), Tomatoes
India
Fresh Focus New Zealand

Suppliers

Supplements

April

The China Issue

Distributed at Market Focus Products

Fresh Produce Forum China - China
PMA Fresh Connections - Australia
China, South Korea
Blueberries (US), Kiwifruit
(Southern Hemisphere), Durians, Exotics (Thailand),
Lemons & Navels (South Africa), Dried Fruit & Nuts
Spain
Social Media & E-commerce
Fresh Focus USA

Suppliers

Specials

Supplements

May

The Health Issue

Market Focus Products

Vietnam, Malaysia
Cherries (California), Citrus (Australia),
Garlic & Ginger, Kiwifruit (New Zealand),
Lychees & Longans (China), Mangoes (Pakistan),
Stonefruit (California), Vegetables (US)
Health & Nutrition, Ramadan
Malaysia
Fresh Focus South Africa

Specials

Suppliers

Supplements

June

The Green Issue

Market Focus Products

Singapore
Cherries (Northwest), Grapes
(California, Mexico, Egypt), Oranges (South Africa),
Avocados (Australia), Dates
Organics, Food Safety, Ethical Trading
Turkey

Specials

Suppliers

July/August Asiafruit Congress & Asia Fruit Logistica Issue

Distributed at Market Focus Products

Asiafruit Congress & Asia Fruit Logistica - Hong Kong
China, Hong Kong & Macau, Australia
Avocados (New Zealand), Grapes,
Citrus (Australia), Apples (India, France),
Pears (Belgium, China), Salads & Herbs
Packaging & Grading, Ports & Logistics
Seeds & Crop Care
Italy, Canada, Egypt, The Netherlands
Fresh Focus Latin America
Asia Fruit Logistica & Asiafruit Congress

Specials

Suppliers Supplements Event Preview

September The Talent Issue

Distributed at Market Focus Products

PMA Fresh Summit - USA
Indonesia
Apples (Northern Hemisphere), Potatoes & Onions (US),
Berries (Central America), Cherries (US),
Grapes (California), Mushrooms, Pears (US),
Pomelos (China), Asparagus, Lemons (Turkey)
Training & Education, Careers
Poland

Specials

Suppliers

October

The Convenience Issue

Distributed at Market Focus Products

Eurofruit Business Forum at WOP Dubai
The Philippines
Bananas, Citrus (China), Dragon fruit,
Kiwifruit (China), Pomegranates,
Mangoes (Australia), Apples (China)
Asia Fruit Logistica / Asiafruit Congress Report,
Fresh Convenience
Egypt
Fresh Focus China

Specials

Suppliers Supplements

November The Investment Issue

Market Focus Products

Thailand
California Navels, Kiwifruit (Italy, France, Greece),
Cherries (Australia, Chile, Argentina),
Berries (South America), Citrus (Mediterranean),
Grapes (Peru), Grapefruit (Florida),
Kinnows (Pakistan), Strawberries (Korea)
Finance & Insurance, Investment,
Surveying & QA Services
Korea

Specials

Suppliers

Dec 2016/ Jan 2017

The Chinese New Year Issue

Distributed at Market Focus Products

Fruit Logistica - Germany
China & Taiwan
Cherries (New Zealand, Tasmania),
Dried Fruit & Nuts, Grapes (South Africa),
Soft Citrus (California), Blueberries
(Chile, New Zealand), Carrots,
Stonefruit (Australia, California)
Airfreight, Chinese New Year Preview
Peru, Japan
Fresh Focus Australia

Specials

Suppliers Supplements

All prices quoted are in USD. For other currencies, please speak to a member of the advertising team.

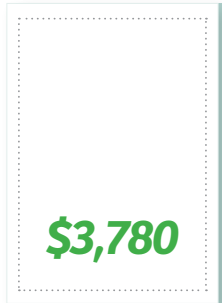
There are no additional charges for bleed or printing over centrefold, but the minimum advert size for this is 1/2 page.

All print materials should be submitted as PDF files saved at a resolution of 300dpi. Fonts should be embedded and pictures must be CMYK, not RGB.

We are happy to design and produce your advertisement, including translation if required, at cost price.

*The front section of ASIAFRUIT consists of the Contents, Colophon, The Newsroom and The Boardroom.

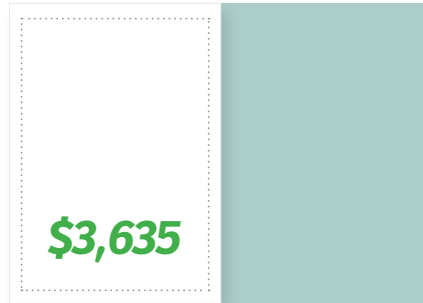
Back cover



\$3,780

210mm x 297mm + 3mm bleed on all sides

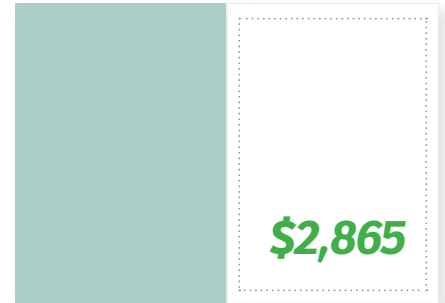
Inside front cover



\$3,635

210mm x 297mm + 3mm bleed on all sides

Inside back cover



\$2,865

210mm x 297mm + 3mm bleed on all sides

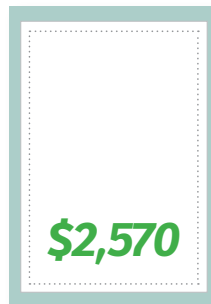
Front section*



\$3,290

210mm x 297mm +3mm bleed on all sides

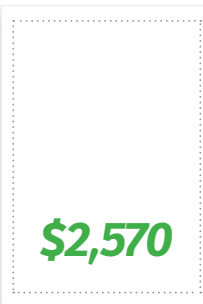
1/1 page



\$2,570

171mm x 260mm

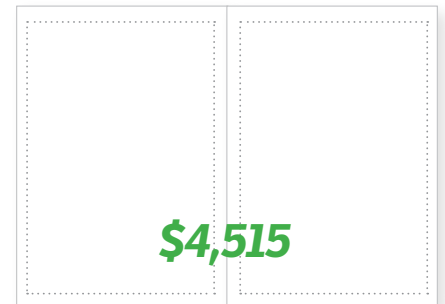
1/1 page bleed



\$2,570

210mm x 297mm +3mm bleed on all sides

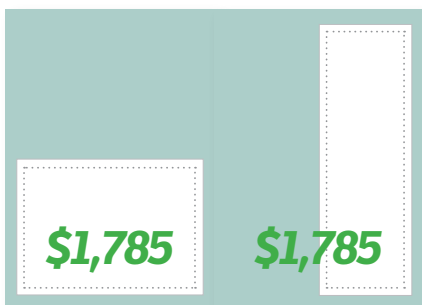
Double page spread



\$4,515

420mm x 297mm +3mm bleed on all sides

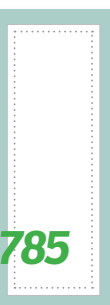
1/2 page horizontal



\$1,785

171mm x 127mm
Bleed 210mm x 143mm
+3mm on all sides

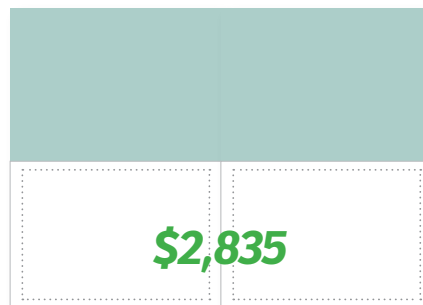
1/2 page vertical



\$1,785

71mm x 256mm
Bleed 88mm x 297mm
+3mm on all sides

1/2 page spread



\$2,835

420mm x 144mm +3mm bleed on all sides

Other rates

	USD
Design & Production	10% of list price
Extra colour (with 4-colour advert)	390
Special colours (eg Pantone)	520
VAT (UK companies only)	20 per cent

Discounts

Two or more adverts	5 per cent
Four or more adverts	10 per cent
Six or more adverts	15 per cent
Eight or more adverts	20 per cent
Ten or more adverts	25 per cent
(Applied to adverts within 12-month period)	

Discounts—agencies

UK agency commission	10 per cent
Other agency commission	15 per cent

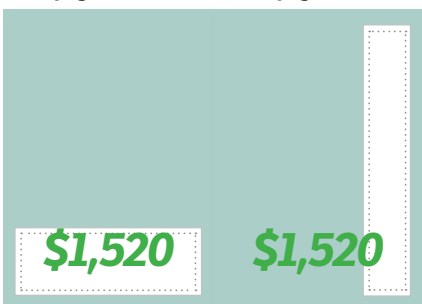
Artwork

- Please supply artwork as one of following:
- Print-ready PDF
 - InDesign or Illustrator CS5.5 or earlier
 - All fonts must be supplied/outlined
 - Images must be 300 DPI in CMYK
 - Photoshop CS5.5 or earlier:
 - Saved as JPG, TIFF or EPS (CMYK only)
 - Minimum 300 DPI

How to send your artwork

- To design@fruitnet.com (max 25MB)
- Via WeTransfer for larger files
- Via FTP (contact us for details)
- On CD/DVD to: Market Intelligence Ltd, 132 Wandsworth Road, London SW8 2LB, UK

1/3 page horizontal



\$1,520

171mm x 83mm
Bleed 210mm x 99mm
+3mm on all sides

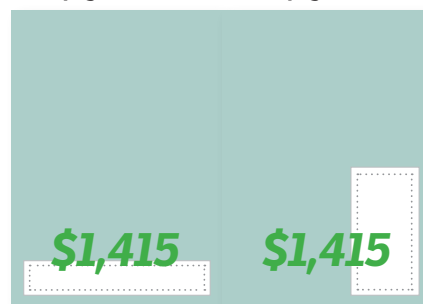
1/3 page vertical



\$1,520

46mm x 256mm
Bleed 63mm x 297mm
+3mm on all sides

1/4 page horizontal



\$1,415

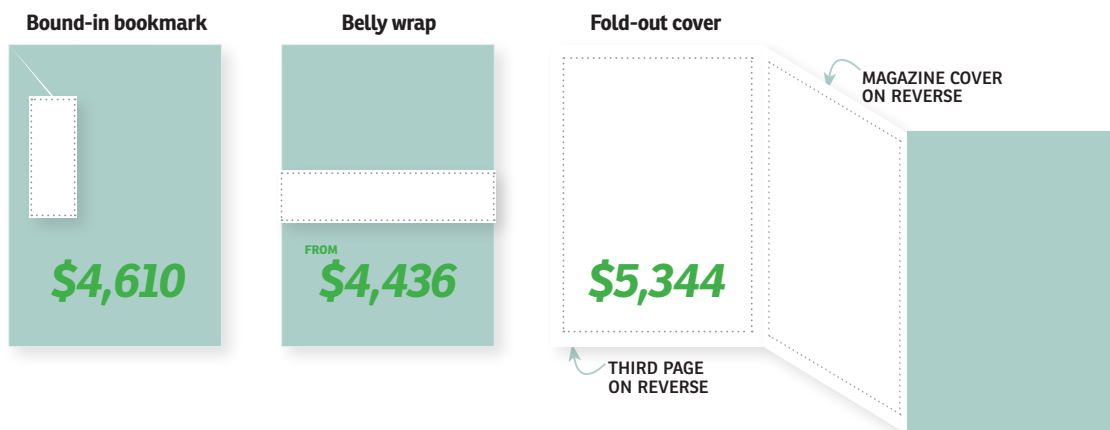
171mm x 61mm

1/4 page vertical



\$1,415

71mm x 127mm



Would you prefer to speak to one of the ASIAFRUIT team about our various advertising options?

Please feel free to contact:

Key Account Manager
Kate Riches
+61 3 2 9040 1601
kate@fruitnet.com

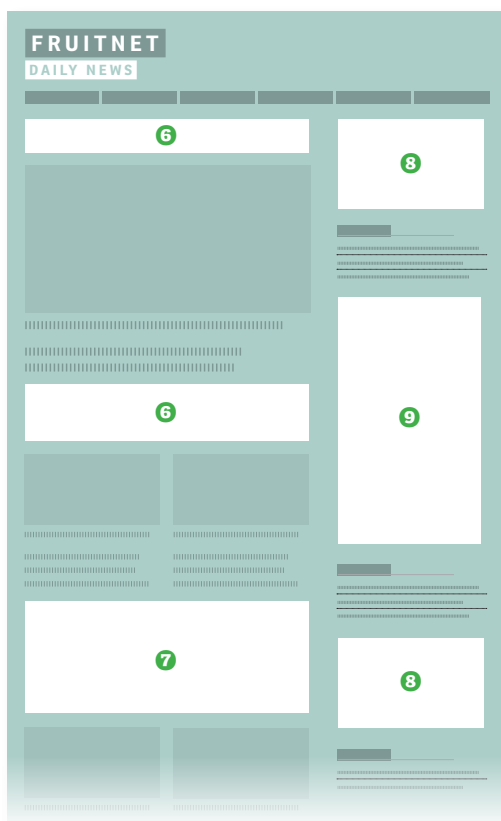
Or turn to p7 for a full list of advertising contact details...

	USD	
Bookmarks	4,610	The bound-in bookmark is 200mm tall by 50mm wide, and printed and laminated front and back. Only available for ASIAFRUIT's July/August edition, it is an eye-catching way of reaching readers as well as thousands of visitors to Asia Fruit Logistica. For example, it can be used to announce your stand number and exhibitor details, highlighting your company to those attending the show. For other editions, a mini bookmark printed with your own design clips to the top of any page. The mini bookmark is detachable and magnetic, which makes it a useful gift that readers will want to keep and re-use.
Brochure on page		
With full page	4,400	The brochure on page adds value to traditional print advertising. You can affix a small, light brochure to a full page or half page advertisement, so that readers can remove it and keep your details to hand. We can also design the brochure for you, for an additional fee.
With half page	3,586	
Belly wrap		
To specific page	4,610	Our belly wraps offer an extremely direct method of talking to readers. The wraps consist of detachable strips of paper printed with your message and wrapped around the magazine. To read the issue, the wrap must be removed; this guarantees the message will be seen. The wrap can also be inserted into the magazine, taking readers directly to your article or advertisement.
Standard	4,436	
Fold-out covers	5,344	In order to have a major impact on readers, you can attach a full-page advert to the front cover, with a further double-page spread of advertising on the reverse. We will also flag the presence of your fold-out on the front cover itself.
Fold-out pages		
Double (three pages)	4,436	Fold-out pages offer as many as five full pages of standard advertising to publicise your latest product, service or development. Compared with standard page advertisements, the rate per page is excellent value and the format guarantees a big impact on readers.
Triple (five pages)	5,344	
Fold-out map	4,559	Sent out with ASIAFRUIT to all subscribers, the fold-out map is a stunning, high-quality A1 sheet that can be used to demonstrate key information such as production areas, supply routes or trade data – at the same time promoting your company brand, products and services. The pages on the reverse side can also be used.
Bound-in card		
A4	4,610	Made from a heavier weight of paper, the bound-in card can be placed anywhere in an issue so that the magazine opens directly to it. The 4-colour, double-sided piece of A4 or A6 card can be laminated and/or perforated, allowing it to be removed with ease. It is an excellent way, for example, to publicise an event by supplying a reply card, or it can be used as a brochure outlining product info and special offers.
A6	3,644	
Magazine inserts		
On page	2,853	Inserting your own company brochure or flyer into an issue of ASIAFRUIT is a simple but effective way of placing extended company information in our readers' hands. For an additional charge, we can also design your promotional material for you.
Inside front cover	2,432	
Promotional merchandise		
Affixing	2,642	ASIAFRUIT now offers a variety of merchandise items that can be affixed to the magazine front cover or mailed to subscribers with an issue. These include USB sticks, keyrings and mouse mats. We can have some of these products manufactured, although USB sticks must be supplied by you the client. If you have any other items of promotional merchandise that would be suitable for inclusion, please feel free to contact us.
Mousemat	7,106	
Keyring	5,342	
Article brochures		
2 pages, 1,000 copies	1,335	Due to increased demand for reproductions of ASIAFRUIT editorial and advertising pages, we are now offering a bespoke brochure service. As such, we can reproduce articles from the magazine on an even higher-quality paper stock, as part of a two-page or four-page A4 booklet that incorporates other promotional material such as display advertising. The brochures can be distributed to existing or prospective clients, giving them an opportunity to learn more about your company's activities.
2 pages, 2,000 copies	2,214	
4 pages, 1,000 copies	2,214	
4 pages, 2,000 copies	3,034	
Run-ons and reprints		
Custom-made advertising		Please contact us for further details of our standard page run-ons and reprint services. Please contact us to discuss further innovative advertising ideas.

ONLINE AT FRUITNET.COM/ASIAFRUIT



FRUITNET DAILY NEWS – FREE EMAIL SERVICE



	FILE TYPES	SIZE (PIXELS) DESKTOP	MOBILE*	PRICE (USD) PER WEEK
1 Web – super ¹	JPG · PNG · GIF	980 x 100	490 x 100	685
2 Web – shared ²	JPG · PNG · GIF	468 x 60	468 x 60	135
3 Web – central ³	JPG · PNG · GIF	700 x 90	980 x 100	205
4 Web – small side ¹	JPG · PNG · STATIC GIF	240 x 160	980 x 100	135
5 Web – large side ¹	JPG · PNG · GIF	240 x 400	490 x 100	205
6 Email – central ⁴	JPG · PNG · STATIC GIF	468 x 100	—	410
7 Email – large central ⁴	PG · PNG · STATIC GIF	468 x 200	—	615
8 Email – small side ⁴	JPG · PNG · STATIC GIF	240 x 160	—	240
9 Email – large side ⁴	JPG · PNG · STATIC GIF	240 x 400	—	345

Notes

1—Appears on all ASIAFRUIT pages

2—Rotating position is shared equally between maximum of four advertisers

3—Central banners are only available on the ASIAFRUIT homepage

4—Email banner advertisements are positioned in the order that the respective bookings were made, which means banners purchased later will be placed further down the newsletter.

All prices quoted are in USD. For other currencies, please speak to a member of the advertising team (see Contacts on p7).

All banner files should be submitted in one of the file formats above at a maximum resolution of 100dpi. Images must be RGB, not CMYK.

We are happy to design and produce your banner advert, including translation if required, at cost price (see right).

	USD
Production (translation included) rates	
Animated banner production	110
Static banner production	72

Discounts—bulk orders

Two adverts	15 per cent
Three adverts	20 per cent
Four adverts	25 per cent
Five or more adverts	30 per cent

(Applied to adverts within 12-month period. These discounts are also available to companies purchasing banner advertisements on other websites that form part of the Fruitnet group)

Discounts—agencies

UK agency commission	10 per cent
Other agency commission	15 per cent

Discounts—extended duration

Four weeks	5 per cent
Eight weeks	10 per cent
12 weeks	15 per cent
26 weeks	25 per cent
52 weeks	35 per cent

Artwork

Please ensure you include the following:

- Alternative mobile version (*website only)
- Banner URL location (flash only)
- Web link for banner click
- Contact email address and name

How to send your artwork

- To design@fruitnet.com (max 25MB)
- Via WeTransfer for larger files
- Via FTP (contact us for details)
- By post to Market Intelligence Ltd, 132 Wandsworth Road, London SW8 2LB, United Kingdom

Online



Publishing latest news and up-to-date information on the global fresh produce industry portal Fruitnet.com, ASIAFRUIT delivers useful, up-to-date and relevant content to an extensive network of readers around the world via its homepage, its daily email service Fruitnet Daily News and various social media including Twitter, Facebook and LinkedIn.

By country

	%
Australia	19.3
United States	14.3
India	9.5
United Kingdom	6.7
New Zealand	5.6
Singapore	3.0
Philippines	2.6
Malaysia	2.6
China	2.2
Hong Kong	2.2

By device

	%
Desktop	73.5
Smartphone	19.5
Tablet	7.0



Print



With a worldwide monthly circulation that averages 5,800 readers, ASIAFRUIT is the leading print publication for senior executives and decision-makers in the international fresh produce business. More than 80 per cent of the magazine's monthly mailed circulation are paying subscribers, and a large number of copies are distributed at all major industry trade events across the globe. ASIAFRUIT is also distributed via a dedicated app available on iPad and Android devices.

Asia 65%

By country

	%
China	15
India	11
Hong Kong	9
Singapore	9
Taiwan	9
Malaysia	9
Japan	7
Thailand	7
Indonesia	6
Korea	4
Vietnam/Cambodia	4
Philippines	4
Pakistan	3
Bangladesh	3

By sector

	%
Import	36
Retail	20
Producers/Exporters	18
Equipment/Technology	12
Logistics/Transport	9
Gov/Org	5

Rest of World 35%

By country

	%
USA	24
Europe	23
Australia	21
South America	11
New Zealand	10
Middle East	5
Africa	4
Central America/ Caribbean	2

By sector

	%
Export	32
Import	18
Retail	16
Shipping/ Logistics	12
Equipment/ Technology	9
Producers	9
Gov/Org	4

Online data from AWStats and Google Analytics show average figures for November 2014–October 2015

Editorial



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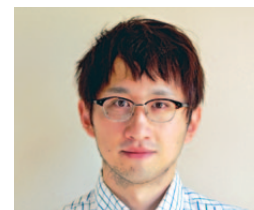
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	Europe	Andre Azevedo	+44 20 7501 3716	andre@fruitnet.com
	France	Irmelin Egelhoff	+49 211 691 4523	irmelin@fruitnet.com
	Germany, Austria & Switzerland	Birgit Hannemann	+49 211 99 10 418	birgit@fruitnet.com
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	Southern Africa	Fred Meintjes	+27 21 712 8817	fred@fruitnet.com
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	Middleweight Designer	Kit Chan	+44 20 7501 0317	kit@fruitnet.com
	Commercial Graphic Designer	Anna Patoka	+44 20 7501 3721	anna@fruitnet.com
	Junior Designer	Zoe Chui	+44 20 7501 3715	zoe@fruitnet.com
Events	Group Events Manager	Marija Cvetkovic	+44 20 7501 3707	marija@fruitnet.com
	Events Executive	Laura Martín Nuñez	+44 20 7501 3720	laura@fruitnet.com
Administration	Financial Controller	Elvan Gul	+44 20 7501 37113	elvan@fruitnet.com
	Accounts Manager	Tracey Thomas	+44 20 7501 3717	tracey@fruitnet.com
	Office Manager	Mandy Emery-Smith	+44 20 7501 0310	mandy@fruitnet.com
	Subscriptions & Sales Support	Michelle Walsh	+44 20 7501 0311	michelle@fruitnet.com
Agents	South Asia	Keith Sunderlal	+91 (124) 638 5033/50447	ksunderlal@scsgroup.com
Management	Managing Director	Chris White	+44 20 7501 3710	chris@fruitnet.com

ASIAFRUIT 亚洲水果

The leading Chinese-language news and information service
for the international fresh produce business.

Chinese-language service Media Kit



Website • Newsletter • WeChat

ASIAFRUIT offers a multi-platform daily news service for Chinese speaking professionals in the international fresh produce business. Brought to you by the publishers of Asiafruit Magazine, ASIAFRUIT's Chinese-language service delivers the latest news and developments in the local and international fresh fruit and vegetable business. The website and its free newsletter and WeChat services offer you a high-quality platform to promote your business through banner advertising.

Subscribe to ASIAFRUIT's Chinese-language services:
asiafruitchina.net



Website

Summary

Asiafruitchina.net is ASIAFRUIT's Chinese-language news portal and information service. Updated daily, Asiafruitchina.net brings Chinese readers the most important news and stories from across the local and international fresh fruit and vegetable business. As well as covering the key market developments in China, the site's high-quality coverage features a selection of stories, comment and analysis from our global network of reporters to keep you informed of the most important international news and developments for your business.



Newsletter service

Summary

ASIAFRUIT NEWS is ASIAFRUIT's free Chinese-language e-newsletter service. ASIAFRUIT NEWS brings readers the most important industry news in Mandarin directly to subscribers' mailboxes. ASIAFRUIT NEWS also curates feature stories and comment articles that give readers deeper insights into the key industry issues.



WeChat news service

Summary

ASIAFRUIT delivers news in Mandarin to thousands of industry professionals via WeChat, China's most prominent social media platform. Since launching last year, ASIAFRUIT's WeChat platform has connected many companies from China with international partners and enabled them to build relationships. ASIAFRUIT's WeChat service is the best vehicle to engage the industry leaders in China.



Events

- Fresh Produce Forum China [FPFC]
- Asiafruit Congress

Summary

Fresh Produce Forum China [FPFC], China's leading international trade conference, is launched in 2016 by Asia Fruit Logistica and ASIAFRUIT. FPFC builds on the success of Asiafruit Market Insight, the China conference event ASIAFRUIT established in 2013. ASIAFRUIT's annual events also include include Asiafruit Congress, together with Asia Fruit Logistica each September in Hong Kong.



Custom-made services

Summary

ASIAFRUIT can provide custom-made services to promote your business in China and throughout the international trade. These include Chinese-language publications in print or online for international players that wish to reach out to the Chinese-speaking audience.

Advertise on asiafruitchina.net website



	FILE TYPES	SIZE (PIXELS) DESKTOP	PRICE (USD) PER WEEK
1 Web – super¹	JPG · PNG · GIF	980 x 100	685
2 Web –small¹	JPG · PNG · GIF	468 x 60	135
3 Web – central²	JPG · PNG · GIF	700 x 90	205
4 Web – small side¹	JPG · PNG · STATIC GIF	240 x 160	135
5 Web – large side¹	JPG · PNG · GIF	240 x 400	205
6 Web – skyscraper	JPG · PNG · STATIC GIF	120 x 600	305
7 Email – Super	JPG · PNG · STATIC GIF	730 x 75	420
8 Email – central³	JPG · PNG · STATIC GIF	468 x 60	260
9 Email – large central³	PG · PNG · STATIC GIF	468 x 120	390
10 Email – small side³	JPG · PNG · STATIC GIF	240 x 160	150
11 Email – large side³	JPG · PNG · STATIC GIF	240 x 400	220

Notes

1—Appears on all ASIAFRUIT CHINA pages

2—Central banners are only available on the ASIAFRUIT China homepage

3—Email banner advertisements are positioned in the order that the respective bookings were made, which means banners purchased later will be placed further down the newsletter.

*— Applicable to all bookings confirmed by the 30th January 2016. Banners can be booked up to 12 months in advance. Introductory 50% discount cannot be used in conjunction with any other offers or discounts.

All prices quoted are in USD For other currencies, please speak to a member of the advertising team (see Contacts on p4).

All banner files should be submitted in one of the file formats above at a maximum resolution of 100dpi. Images must be RGB, not CMYK.

We are happy to design and produce your banner advert, including translation if required, at cost price (see right).

Discounts—bulk orders

Two adverts	15 per cent
Three adverts	20 per cent
Four adverts	25 per cent
Five or more adverts	30 per cent

(Applied to adverts within 12-month period. These discounts are also available to companies purchasing banner advertisements on other websites that form part of the Fruitnet group)

Discounts—agencies

UK agency commission	10 per cent
Other agency commission	15 per cent

Discounts—extended duration

Four weeks	5 per cent
Eight weeks	10 per cent
12 weeks	15 per cent
26 weeks	25 per cent
52 weeks	35 per cent

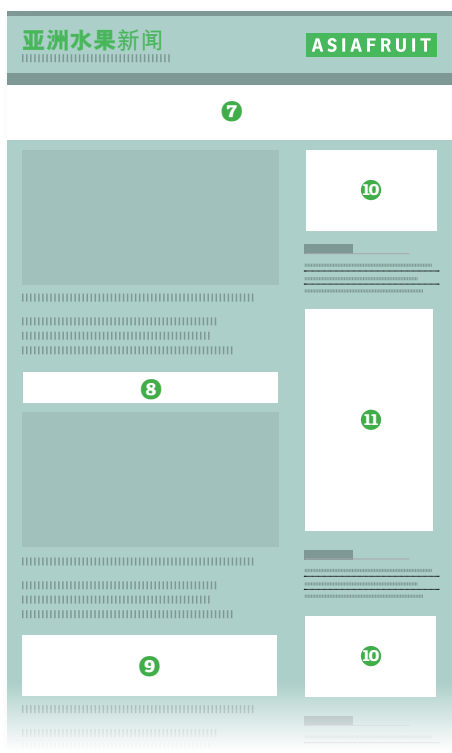
Artwork

Please ensure you include the following:
—Banner URL location (flash only)
—Web link for banner click
—Contact email address and name

How to send your artwork

—To design@fruitnet.com (max 25MB)
—Via WeTransfer for larger files
—Via FTP (contact us for details)

Advertise on ASIAFRUIT NEWS newsletter



	USD
Production (translation included) rates	
Animated banner production	110
Static banner production	72

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