

20 ГОДИНИ №1 В ВГ



RATE CARD

MAIN BODY

Full page.....	2 530 BGN
1/2 page.....	1 500 BGN
1/3 page.....	980 BGN
1/4 page.....	750 BGN
4-th cover.....	4 600 BGN
2-nd cover.....	3 800 BGN
3-th cover.....	2 900 BGN
Spread 2-nd cover.....	6 100 BGN
Spread.....	4 500 BGN

MARKET SECTION PRICES

1/4 page.....	450 BGN
1/8 page.....	230 BGN
1/16 page.....	120 BGN

BOOKLETS AND FLYERS

Free.....	0,18 BGN/item
Sticked.....	0,23 BGN/item
Foiling.....	0,28 BGN/item

All prices are in BGN, W/O 20% VAT

CIRCULATION, PERIODICITY, VOLUME

Circulation.....	15 000 issues
Periodicity.....	monthly
Volume.....	100 pages

FIXED POSITIONS

Right position.....	+15%
Fixed position.....	+20%
Advertorial.....	+10%
For additional logo in advertisement.....	+30%
For two or more additional logos.....	+40%

TECHNICAL REQUIREMENTS

Unit	Trim size (mm)	Bleed area (mm)
Full page	210x290	215x300
Spread	420x290	430x300
1/2 page landscape	210x145	215x150
1/2 page portrait	105x290	110x300
1/3 page landscape	210x95	215x100
1/3 page portrait	70x290	75x300
1/4 page landscape	210x75	215x80

- file format EPS, PDF or TIF (PSD)
- min. 300 dpi, CMYK

MARKET SECTION

Unit	Size
1/4 page landscape	207 x 61 mm
1/4 page portrait	102 x 126 mm
1/8 page landscape	102 x 61 mm
1/16 page landscape.....	102 x 29 mm
1/16 page portrait.....	49 x 61 mm