

ADVERTISEMENT 2010

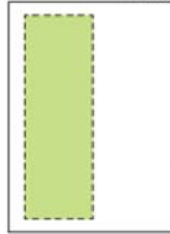
Forms and price lists of advertising publications



Two consecutive pages (even&odd)
410x280 mm



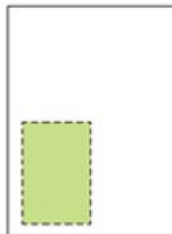
One page
(odd number)
205x280 mm



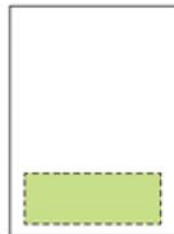
1/2 page
85x246 mm



1/2 page
170x123 mm



1/4 page
85x123 mm



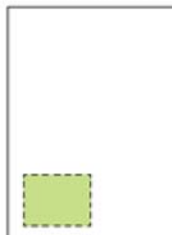
1/4 page
170x62 mm



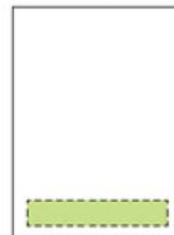
1/16 page
85x31 mm



1/16 page
170x15 mm



1/8 page
85x62 mm



1/8 page
170x31 mm



Banner
170x15 mm

Area/Position/Rates	1 insertion	3 insertions	6 insertions	9 insertions	12 insertions
Two consecutive pages (even and odd)	1154 €	3x1077 €	6x872 €	9x770 €	12x667 €
1 page	692 €	3x641 €	6x564 €	9x513 €	12x462 €
1/2 page	538 €	3x503 €	6x462 €	9x436 €	12x405 €
1/4 page	282 €	3x267 €	6x231 €	9x205 €	12x179 €
1/8 page	138 €	3x128 €	6x103 €	9x92 €	12x87 €
1/16 page	103 €	3x92 €	6x77 €	9x62 €	12x51 €
Banner	77 €	3x67 €	6x56 €	9x51 €	12x44 €

Area/Position/ Rates	1 insertion	3 insertions	6 insertions	9 insertions	12 insertions
2 nd cover	1077 €	3x1005 €	6x933 €	9x790 €	12x718 €
3 rd cover	1005 €	3x933 €	6x862 €	9x646 €	12x574 €
4 th cover	1292 €	3x1221 €	6x1149 €	9x1077 €	12x933 €

Area/Position/Rates	1 insertion	3 insertions	6 insertions	9 insertions	12 insertions
Company logo on first cover max. size 50x50 mm – left/right	933 €	3x862 €	6x790 €	9x718 €	12x646 €

PR publication	1 insertion	3 insertions	6 insertions	9 insertions	12 insertions
170x246 – advertising material up to 2000 symbols and 3 images, cannot choose page number	538 €	3x503 €	6x431 €	9x395 €	12x359 €
1/2 page – advertising material up to 1000 symbols and 2 images, cannot choose page number	395 €	3x354 €	6x323 €	9x287 €	12x251 €
1/4 page – advertising material up to 500 symbols and 1 image, cannot chose page number	323 €	3x287 €	6x251 €	9x215 €	12x179 €

The PR publication interview is conducted by reporters from “EZDA”.

Advertisement logo creation by “EZDA” designers - 154 €

Making of an advertisement from EZDA Team – 280 €

Note: Interviews with explanatory notes are added to the advertisement fields and are published on the same page, according to the PR price-list.

Rates for advertisement notes:

Small advertisements up to 250 symbols - 5 €

Small advertisements up to 250 symbols and one image – 15 €

All rates exclude VAT.

***Advertising materials are published with images, provided by the customer**

All advertising materials must be on digital files in accordance with the following requirements:

- All advertising copy is to be sent in one of the following formats: **EPS, PDF, Corel Draw or JPG**; all fonts – **converted to vector** and all elements in **CMYK**. The resolution of **PDF, JPG** files must be 300 dpi. The Publisher does not take any responsibility for the quality of printing if those requirements are not followed.
- The Publisher does not take any responsibility for the authenticity of the advertisement contents, incorrect details or low-quality images.
- Every advertising material is published after a contract is signed and a proforma invoice is paid.