

Hatari - Times

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Advertising Rates 2005 Hatari Times International English Edition

This list supersedes all previous price lists. effective January.2005

Media Info:

Frequency : quarterly

Circulation : = 10,000 copies mailed to subscribers, world-wide readership approx. 30,000

Circulation key : **90% USA** + 10% Australia, Canada, Spain, France, Italy, Scandinavia, UK, South Africa, New Zealand, Russia, Mexico, Brazil, Argentina, etc.

Format : A4 (210mm x 297mm), 2 or 3 columns Printing process : sheet fed offset

Requirements: **Digitally on CD in QuarkXPress 4.1 or higher + Adobe Photoshop 5.0.2 for Macintosh (res .300dpi) of PDF files.** Please avoid typical PC-programmes such as Pagemaker.

☛ We can arrange your layout, typesetting and film- and artwork here at cost-price if required.

ad sizes and net prices in EUROS :

ad size	width x hight (mm)	black & white	4-colour
1/8 page	93 x 65	€ 205,-	NA
1/4 page	93 x 135 or 190 x 68	€ 395,-	€ 525,-
1/3 page	125 x 135 or 190 x 90	€ 515,-	€ 845,-
1/2 page	93 x 278 or 190 x 135	€ 735,-	€ 1.050,-
1/1 page	190 x 278	€ 1.050,-	€ 2.096,-

Other sizes by negotiation. Cover pages if available = € 2.800,-

☛ **multiple insert discount: 2 consecutive issues = -10% 4 consecutive issues = -20%**

Multiple insert discounts will be credited with the last advert of the advertising contract.

Agency commissions for established advertising agencies only = 15%

Terms: 1st time advertisers full payment down on order. Established advertisers 14 days net.

Accounts over 30 days past billing will be charged an additional 1,8% interest rate per month.

Payment by US\$ cheque or money order (all banking charges prepaid by customer)

VISA and Mastercard preferred (no credit card processing charge) !

☛ **If you consider to publish the same 4-colour ad also in the German Edition (circulation 8,000 copies) and French Edition (circulation 5,000 copies) let us know. You may benefit from special discounts up to 50%!!! B&W text film may be changed from one language to the other free of charge.**

☛ To attain the max. recognition for your ad by the readers of Hatari Times, we don't accept small ads and private ads and further restrict the max. space available for advertising to a ratio of 1:3 against editorial space. All advertisers will be listed on a reply card stapled to each magazine.

☛ See subscribers comments on the back.