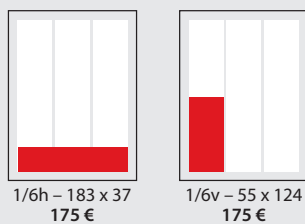
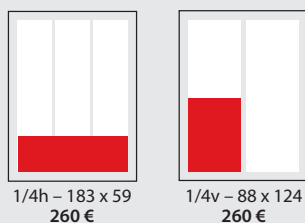
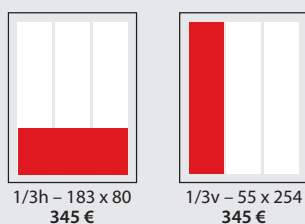
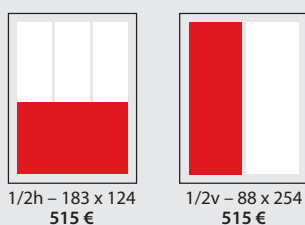
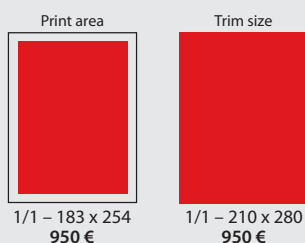


Advertising rate card

TREND – Economy & Business Weekly
 for the charity advertising.

(January 1, 2012)



Excluding VAT, v – vertical, h – horizontal
 Payment is required in advance

The price list covers exclusively the charity advertising on condition that it doesn't include any propagation of commercial subject in any form (logo, title, project etc.). The advertisement can't be ordered without prior consultation, and no discounts or agency commissions may be applied.

SIZE	€	(mm)
1/1	950	(bleed format) 210 x 280
1/1	950	183 x 254
1/2h	515	183 x 124
1/2v	515	88 x 254
1/3h	345	183 x 80
1/3v	345	55 x 254
1/4h	260	183 x 59
1/4v	260	88 x 124
1/6h	175	183 x 37
1/6v	175	55 x 124

EXTRA CHARGES (PLEASE CONSULT US BEFOREHAND)

Required position	50 %
Graphical layout of advertising article must be distinctly different from editorial layout. We recommend min. 9 pt font size.	

CANCELLATION FEE

6 and more days after the deadline of orders	100 %
1 – 5 days after the deadline of orders	50 %

TECHNICAL REQUIREMENTS

Bleed format	220 x 290 mm
Trim format	210 x 280 mm
Print area	183 x 254 mm
Printing	offset
Paper	• cover: 115 g/m ² • inside: 57 g/m ²
Binding	V1
Graphic copy	PDF
4C	PDF format, CMYK, 300 DPI, convert text to curves + proofs-digital

You are required to send a proof print, otherwise no complaints will be accepted.

ADDRESS

TREND Representative, s.r.o., Tomášikova 23, 821 01 Bratislava 2, Slovak Republic
 Telephone: + 421 2 2082 2350, Facsimile: + 421 2 2082 2246
 e-mail: inzercia@trend.sk, www.etrend.sk