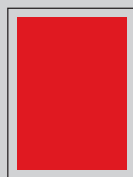
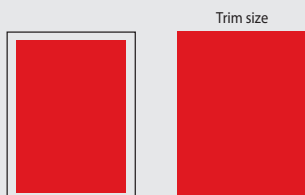
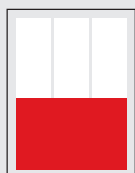
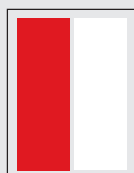
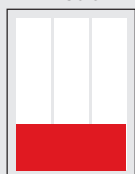
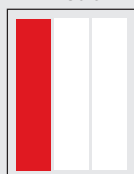
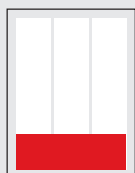
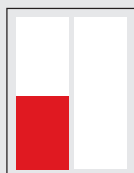
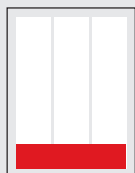
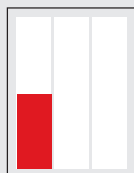
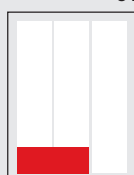
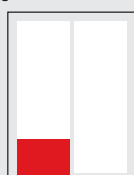
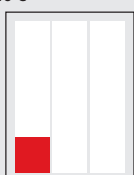


Standard advertisement for Universities

 1/1 – 183 x 254
 1 290 €

Volume discounts don't apply to standard advertising price.


 1/1 – 183 x 254
 4 440 €

 1/1 – 210 x 280
 4 440 €

 1/2h – 183 x 124
 2 430 €

 1/2v – 88 x 254
 2 430 €

 1/3h – 183 x 80
 1 680 €

 1/3v – 55 x 254
 1 680 €

 1/4h – 183 x 59
 1 260 €

 1/4v – 88 x 124
 1 260 €

 1/6h – 183 x 37
 840 €

 1/6v – 55 x 124
 840 €

 1/8h – 116 x 42
 630 €

 1/8v – 88 x 59
 630 €

 1/12 – 55 x 59
 420 €

 Excluding VAT, v – vertical, h – horizontal
Payment is required in advance
**Advertising rate card V
 Universities**

(January 1, 2012)

STANDARD ADVERTISEMENT FOR UNIVERSITIES

SIZE	€	(mm)
1/1	1 290	183 x 254

SIZE	€	(mm)
1/1	4 440	(bleed format) 210 x 280
1/1	4 440	183 x 254
1/2h	2 430	183 x 124
1/2v	2 430	88 x 254
1/3h	1 680	183 x 80
1/3v	1 680	55 x 254
1/4h	1 260	183 x 59
1/4v	1 260	88 x 124
1/6h	840	183 x 37
1/6v	840	55 x 124
1/8h	630	116 x 42
1/8v	630	88 x 59
1/12	420	55 x 59

BONUS POSITIONING

	€	BLEED FORMAT
4 th page of cover	11 100	210 x 280
2 nd and 3 rd page of cover	7 548	210 x 280
1 st and 2 nd page inside	7 548	210 x 280
1 st right page (in editorial part)	6 660	210 x 280

REDUCTIONS FOR REPEATED PUBLICATION

2 to 4	5 %
5 to 9	8 %
10 to 14	11 %
15 or more	15 %
Reduction for event advertising with TREND participation	50 %

EXTRA CHARGES (PLEASE CONSULT US BEFOREHAND)

Required position	50 %
Advertising article	10 %
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 280 mm
Trim format	210 x 280 mm
Print area	183 x 254 mm
Printing	offset
Paper	• cover 90 g/m ² • inside 57 g/m ²
Binding	V1
Graphic copy	PDF format
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, fax: +421 2 2082 2246
 e-mail: inzercia@trend.sk, www.etrend.sk