

JULKAISIJA MAGAZINE MEDIA RATE CARD 2010

1. PUBLISHER

Publisher: RPS-yhtiöt

RPS-yhtiöt is a private company independent of any hardware or software producers. Julkaisija (Publisher) is a specialist magazine for graphic communications covering DTP and printing techniques, web-publishing and the whole area of visual communications.

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2. ADVERTISING SALES

Advertisements: RPS Markkinointi Oy

Address: Hietakummuntie 18, FI-00700 Helsinki

Post address: P.O. Box 23, FI-00701 Helsinki

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Sales manager: Seppo Lehtonen

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3. CIRCULATION

Print run: 3 500–4 000 copies.

4. TECHNICAL INFORMATION

Publication size: 220 x 285 mm

Printing area: 220 x 285 mm

Material requirements: PDF format.

Always send a proof along with the file.

The proof should be 1:1 scale.

Send materials to E-mail: aineisto@julkaisija.fi

Contact person: Pasi Sairanen

GSM: +358 400 779 892

Fax: +358 9 224 5148

Printer: Art-Print Oy

Address: Haukilahdenkatu 4, P.O. Box 45,
FI-00551 Helsinki, Finland

Binding: Glue binding

Printing method: Offset

5. ADVERTISING RATES

2/1 440 x 285 mm, 4 060 €

1/1 220 x 285 mm, 2 430 €

1/2-vertical 93 x 245 mm, 1 630 €

1/2-horizontal 190 x 120 mm, 1 630 €

1/4 93 x 120 mm, 995 €

1/14 93 x 31 mm, 320 €

II cover 2 670 €

III cover 2 620 €

IV cover 2 960 €

Inserts

2-page loose insert 1 380 €

4-page loose insert 1 920 €

Other inserts by agreement.

The prices are VAT 0 %.

Discounts

Amount of ads per year	Discount
2	5 %
3	10 %
4	15 %
5	20 %
6	25 %

6. TERMS OF PAYMENT

14 days net. Interest rate for delayed payments 10 per cent. Payments to: RPS Markkinointi Oy, account no. Helsinki OP Bank Oyj 572194-232227, Sampo Bank Oyj 800015-70147935

7. CANCELLATIONS

Cancellations of advertisements must be made at least four weeks before the publishing date.

8. RECLAMATIONS

Any reclamations on printed advertisements must be made within 14 days of publication.

9. SCHEDULE FOR ADVERTISING MATERIAL

Issue no.	Booking	Material	Publ. Date
1	21.1.	26.1.	9.2.
2	5.3.	11.3.	26.3.
3	20.4.	26.4.	11.5.
4	27.8.	31.8.	14.9.
5	30.9.	6.10.	21.10.
6	1.11.	8.11.	23.11.