

PREDETERMINATED PLACEMENT

page	size (mm)	prize (EEK)
1	277×367 3. page 277×367	65 900 69 900
2/3	277×243 3. page 277×243	42 900 52 900
1/2	183×274 3. page 183×274 277×181; 136×367 3rd 277×181; 136×367	45 900 52 900 45 900 46 900
1/3	136×243 183×181 277×119 3. page 136×243 3. page 183×181 3. page 277×119	32 900 37 900
1/4	136×181 277×88 3. page 136×181 3. page 277×88	23 900 28 900
2/9	277×88 back cover	22 900
2/9	89×243 183×119	22 900
1/6	89×181 136×119 183×88 277×57	18 900
1/8	136×88	15 900
1/9	89×119 183×57	13 900
1/12	277×26 89×88 136×57	9 900
1/18	89×57	6 900
	News page titletop 42×57	6 900

The rates below are valid from 01.09.2008

Size = width × height. Rates excluding V.A.T.

Booking

Deadline for booking adspace is until 3 p.m. two workdays before publication date. Deadline for advertising requiring artwork is until 5 p.m. two workdays before publication date. Deadline for submitting ready-made ad (incl. printout) is until 2 p.m. one workday before publication date.

Discounts

Repeat discount -5%.

Ads of the size of 1/6 p, 2/9 p, 1/4 p and 1/3 p may be placed on a separate page for an additional fee of 20%. Starting from 1/2 page an ad is placed on a separate page without additional fee. 1/8, 1/6, 2/9 on page 3 requires +30% of current price. 30% is added to price of the ads with special placement.

Service fees:

Photo 2000-4000 EEK
Advertising text up to 1/2 page 2500.-
Advertising text up to 1 page 4500.-
Translation 10% of advertising rate.
Artwork 15% of advertising rate.

Cancellation of Order

- The basis for the cancellation of an advertising order is a letter of cancellation printed on the company's form, signed and bearing the company's stamp and indicating the precise measurements, date of publishing and number of times the advertisement is to be published.

- Cancellation can be made till the last ordering date; predetermined ad placement cancellation can be made till 3 weeks notice. 50% of the cost of the advertising ordered must be paid in the event of the cancellation of an order after the deadline.