

# Packaging

## Advertising Rates 2019

### Print Magazine

**Frequency of publication:** 6 issues / year  
**Screen:** 150 lpi (60 lines per cm)

**Circulation:** 3 500  
**Binding method:** adhesive binding

**Magazine format:** 210 × 297 mm  
**Print space:** 180 × 264 mm

Format	Type area w × h in mm	w × h, bleed pages (without bleed)	Price, €
2/1	390 × 264	426 × 297	4 300
1/1	180 × 264	210 × 297	2 870
2/3 high (width)	118 × 260 (180 × 176)	133 × 297 (210 × 194)	2 150
1/2 high (width)	87 × 260 (180 × 132)	102 × 297 (210 × 150)	1 710
1/3 high (width)	56 × 260 (180 × 88)	71 × 297 (210 × 106)	1 250
1/4 high (width)	87 × 132 (180 × 66)	--- (210 × 78)	910
1/6 high (width)	56 × 132 (180 × 44)	--- (210 × 62)	800
1/8 high (width)	87 × 60 (180 × 31)	--- (210 × 50)	580

**Surcharge for front cover:** 520 €, others cover pages 350 €

**Inserts:** loose – 1 170 € (up to 40 g, above 40 g contract price), bound at the position – 0,10 € / piece

**Advertorial opportunities:** 1 950 € full page (cca 5 000 characters + picture)

*We offer additional discounts depending on the number of inserts per year.*

**File formats:** .pdf, .eps, .tif, .ai

Rates exclude VAT and production. Rates are also payable in all currencies, according to exchange rate.

## ONLINE ADVERTISING RATES

### newsletter

**Frequency:** weekly

News are translated from English and German languages from foreign technical media and other international web portals

**Newsletter banner:** 260 € / Month

(Incl. link to the website)

We offer additional discounts depending on the frequency

**Advertorial in newsletter**

(cca 1 000 charact. + pict. in jpg)

1 × 125 €; 3 × 260 €

### videos on the website

**Video**

1 week	520 €
2 weeks	915 €
3 weeks	1 350 €
4 weeks	1 700 €

After the term, the small icon will be displayed on the right hand side of the website for 3 weeks. It will be then archived for another 3 months.

**New videos on [www.packaging-cz.cz](http://www.packaging-cz.cz) will be announced in weekly Newsletter.**

### Advertising on website [www.packaging-cz.cz](http://www.packaging-cz.cz) (€)

Form of advertising	measure	1 Month	3 Months	6 Months
full banner (width)	630 × 100 px	325	865	1 450
square button (first position)	250 × 250 px	350	910	1 520
rectangle button	250 × 170 px	250	690	1 260
	250 × 125 px	170	455	825
	250 × 85 px	130	370	650

*File format: gif or flash. Special offers in combination with paid print advertisement.*

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