

# RUČNI SATOVI

# RATE CARD



## AD RATES

Size	Bleed size (mm)	Net Size (mm)	First block*	Second block**	<p><b>The price list is expressed in Euros and the payment should be done in dinars, according to middle currency on the day of payment.</b></p> <p><b>Discount scale</b>                      10% for 2 to 5 ads                      15% for 6 to 12 ads                      20% for 12 and above ads                      25% for 50 and above ads                      30% for 100 and above ads</p> <p><b>The price list of extra services</b>                      (Insertation, packing, inserting additives, sticking samples, special requests ...)</p> <p>The price list of extra services is available on demand.</p>
1/1 page	220x307	210x297	1.100	800	
K4 - back cover	220x307	210x297	1.900	—	
K2 - second cover	220x307	210x297	1.500	—	
K3 - third cover	220x307	210x297	1.300	—	
3 - third page	220x307	210x297	1.500	—	
K2+3 - second cover + third page	430x307	420x297	2.500	—	
2/1 page	430x307	420x297	1.750	1.200	
1/2 page (horiz.)	220x150	210x140	750	450	
1/2 page (vert.)	115x307	105x297	750	450	
1/3 page (horiz.)	220x110	210x100	550	330	
1/3 page (vert.)	88x307	78x297	550	330	

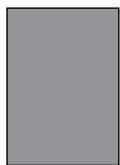
Advertisements that are smaller than half of the page (1/3, 1/4) are not supposed to be cut (margo)

\* First block – the first 30% of the magazine

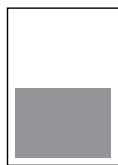
\*\* Second block – second part of the magazine (after 30%)

**Special positioning will be charged 20% on FRC.**

## GRAPHIC PREVIEW



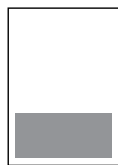
1/1



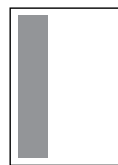
1/2 HOR



1/2 VERT



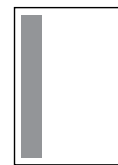
1/3 HOR



1/3 VERT



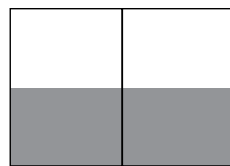
1/4 HOR



1/4 VERT



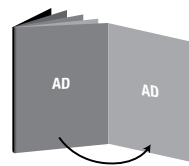
2/1



1/1



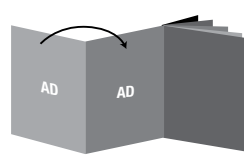
A TITLE PAGE



B ADVERTISING AREA



A TITLE PAGE



B ADVERTISING AREA

## TECHNICAL REQUIREMENTS

### PAGE DIMENSION:

NET SIZE: **210x297 mm**

BLEED SIZE: **220x307 mm**

PROCESSING: OFFSET

### FILES:

- PHOTOSHOP TIFF, EPS, 300 DPI, CMYK

- ILLUSTRATOR EPS, CMYK, FONTS TO CURVES.

MEDIA: CD, DVD



**COLOR  
PRESS  
GROUP**