



7 Advertisement formats

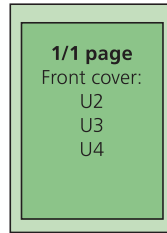


Type area
Bleed

213 x 170 mm*

Rate (4c)
in Euro

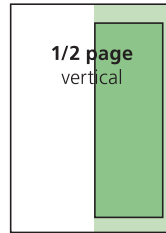
on request



1/1 page
Front cover:
U2
U3
U4

184 x 255 mm
216 x 303 mm*

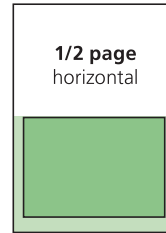
4,300.– (U1)
4,500.– (U2)
4,300.– (U3)
4,600.– (U4)



1/2 page
vertical

90 x 255 mm
104 x 303 mm*

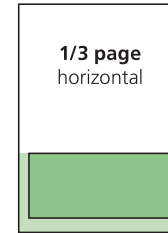
2,800.–



1/2 page
horizontal

184 x 130 mm
216 x 150 mm*

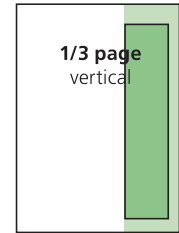
2,800.–



1/3 page
horizontal

184 x 85 mm
216 x 109 mm*

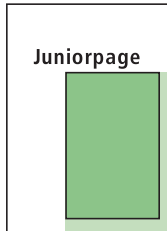
2,350.–



1/3 page
vertical

58 x 255 mm
73 x 303 mm*

2,350.–



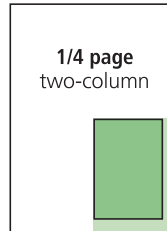
Juniorpage

Type area
Bleed

122 x 190 mm
133 x 207 mm*

Rate (4c)
in Euro

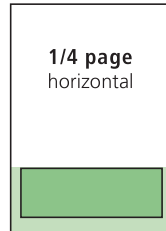
2,900.–



1/4 page
two-column

90 x 130 mm
105 x 148 mm*

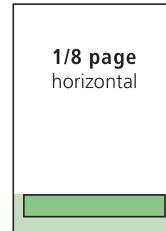
2,150.–



1/4 page
horizontal

184 x 65 mm
216 x 89 mm*

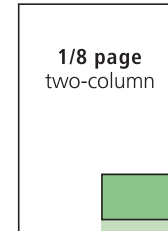
2,150.–



1/8 page
horizontal

184 x 30 mm
216 x 54 mm*

1,880.–



1/8 page
two-column

90 x 60 mm
105 x 77 mm*

1,880.–

further advertising
formats on request

* sizes include 3 mm
at each edge for trim

All orders underlie our general terms and conditions, see www.avronline.de/terms. All rates are excluding VAT.



8 Additional charges

8.1 Colour charge for special colours – price upon request

9 Job market:

See page 29-30

Suppliers' directory:

See separate rate card "Suppliers' directory" on page 28

10 Special advertisements:

Island advert on request
Crossmedia offers on request

11 Discounts:

by frequency

by volume

2 pages	5 %	2 adverts	5 %
4 pages	10 %	4 adverts	10 %
6 pages	15 %	6 adverts	15 %

12 Bound inserts:

width x height mm in € up to 170 g/m²

1 page (= 2 sides)	216 x 303	2,950.–
2 page (= 4 sides)	432 x 303	3,790.–
3 page (= 6 sides)	648 x 303	on request

Trim sizes:

Head trim 3 mm, Edge trim 3 mm,
Gutter 3 mm

Quantity :

Information available on request required:
(larger print run for trade fairs, congresses etc.)

13 Loose inserts:

maximum dimensions: width 205 mm x height 290 mm
Up to 25 g: € 495.– per thousand
Inserts over 25 g: Rate on request
Quantity: on request
(larger print run for trade fairs, congresses etc.)

14 Cost for glued-on advertising media:

cost in combination with an ad or insert
€ 59.– per thousand
Additional bonding costs: € 110.– per thousand
additional postage may be charged
(no discounts on postage costs)

15 Delivery address:

Schleunungsdruck GmbH
avr, issue number
Elterstraße 27
97828 Markttheidenfeld

All orders underlie our general terms and conditions,
see www.avronline.de/terms. All rates are excluding VAT.