

# ADVERTISING RATES BRITSOC ZINE & WEB 2013

VALID FROM JANUARY THRU DECEMBER 2013 AND BASED ON A DIGITAL PRODUCTION

**MEMBERS PERSONAL ADS** 1/8 PAGE € 15,00

## MEMBERS BUSINESS RATES (all prices in Euros)

FREQUENCY	1/8 PAGE	1/4 PAGE	1/2 PAGE	1/1 PAGE
1 month	25,00	40,00	67,50	95,00
3 months	60,00	115,00	190,00	262,50
6 months	125,00	200,00	345,00	425,00
1 year *	175,00	325,00	525,00	675,00

## NON-MEMBERS BUSINESS RATES

FREQUENCY	1/8 PAGE	1/4 PAGE	1/2 PAGE	1/1 PAGE
1 month	75,00	135,00	225,00	315,00
3 months	200,00	375,00	630,00	875,00
6 months	375,00	675,00	1.150,00	1.450,00
1 year *	575,00	1.050,00	1.750,00	2.250,00

\* 11 publications

## MAXIMUM ADVERTISEMENT SIZES IN MM

1/8 PAGE	65 x 45
1/4 PAGE	65 x 95
1/2 PAGE	135 x 95
1/1 PAGE	148,5 x 210 + bleed

## RESERVATIONS AND MATERIAL DEADLINE

All advertising material is to be sent to the Advertising Manager before the 15th of each month, except for the December issue, material in before the 8th. The December and January BritSoc ZINE are combined in 1 issue.

## WEB ADVERTISING RATES

### MEMBERS BUSINESS RATES (all prices in Euros)

Size in pixels	456 x 263	456 x 456	228 x 456/912 (vertical)	1390 x 263 (horizontal)
3 months	50,00	75,00	142,50	237,50
6 months	85,00	135,00	250,00	415,00
1 year	142,50	200,00	425,00	725,00

### NON-MEMBERS BUSINESS RATES

Size in pixels	456 x 263	456 x 456	228 x 456/912 (vertical)	1390 x 263 (horizontal)
3 months	160,00	260,00	475,00	795,00
6 months	280,00	450,00	830,00	1.390,00
1 year	475,00	670,00	1.400,00	2.390,00

Different size banners are negotiable, prices upon request.

Each advert may be a high res .gif, .jpg, or .swf (Flash) file which should not exceed 200 KB in size.

We do not accept html files, since they create a lot of extra work for our web master.

All files should be sent to the Advertising Manager. Replacing the web advert costs € 40,00 per occasion.

Web ads can only be booked from a minimum run of 3 months. **Surcharge for flash banners is 15%.**

For any further information or reservations you can contact the Advertising Manager.

Postal address:

Zetterij Jan van den Berg  
Orteliusstraat 362hs  
1056 PV AMSTERDAM

Tel. +31 (0)20 6275025  
+31 (0)6 27305428

E-mail: ieee25qr@kpnmail.nl

## TERMS

The Advertising Management reserves the right to postpone or stop publication of adverts on a long term contract, if payment has not been received within one month from the invoice date.

## MATERIALS

All mentioned prices are based on a high res digital file (pref. PDF), supplied by the advertiser. If artwork is not available, minimum setting costs are € 40,00.

Different advertisement sizes are negotiable, as well as irregular publishing frequencies. During a contract period you can alter your advertisement without extra cost, provided you use the same size and provide the material well in time.