

nowe FORUM

N A J C I E K A W S Z E H I S T O R I E Ś W I A T A

RATE CHART

VALID FROM JANUARY 1ST 2016

editorial pages

Cover IV		39 000 PLN
Cover II		33 000 PLN
Cover III		31 000 PLN
Spread (II cover + 3 page)	F-14	58 000 PLN
Spread (up to 25th page)	F-14	52 000 PLN
Spread (1st part of magazine)	F-14	45 000 PLN
Spread (natural)	F-14	42 000 PLN
Spread (2nd part of magazine)	F-14	39 000 PLN
1/1 page (p. 5)	F-13	31 000 PLN
1/1 page (p. 7)	F-13	29 000 PLN
1/1 page (p. 9)	F-13	27 000 PLN
		1th half 2nd half
1/1 page (right)	F-13	25 000 PLN 22 000 PLN
1/1 page (left)	F-13	22 000 PLN 20 000 PLN
2/3 page (right)	F-8	18 500 PLN 17 000 PLN
2/3 page (left)	F-8	17 000 PLN 15 500 PLN
Junior page (right)	F-7	15 500 PLN 14 000 PLN
Junior page (left)	F-7	14 000 PLN 12 500 PLN
1/2 page (right)	F-11, F-12	13 000 PLN 12 000 PLN
1/2 page (left)	F-11, F-12	12 000 PLN 11 000 PLN
1/3 page (right)	F-4, F-6, F-10	10 000 PLN 9 000 PLN
1/3 page (left)	F-4, F-6, F-10	9 000 PLN 8 500 PLN
1/4 page (right)	F-3, F-9	8 000 PLN 7 000 PLN
1/4 page (left)	F-3, F-9	7 000 PLN 6 500 PLN
1 module (right page)	F-1	4 000 PLN 3 500 PLN
1 module (left page)	F-1	3 500 PLN 3 000 PLN

prices exclude VAT

ADDITIONAL CHARGES

- 10% - choice of department or place
- 10% - consecutive pages
- 15% - extra logo in an advertisement
- Advertisement placed on a page in a non-standard way
- additional charge by individual negotiation

BLACK-AND-WHITE ADVERTISEMENTS

Black-and-white advertisements are charged at 70% of the price of a colour advertisement of the same size.

NOTES

- The prices apply to print-ready materials.
- The editors reserve the right to alter the prices within the period of validity of the price list.

LOOSE INSERTS

	media cost:	technical cost:
- nationwide	from 15 000 *	dependent on type of insert
- voiv. Mazowieckie	from 7 500 *	(format, number of pages, weight...)

prices exclude VAT

STITCHED INSERTS

	media cost:	technical cost:
- between folded sheets	from 15 000 *	dependent on type of insert
- on a spread	from 20 000 *	(format, number of pages, weight...)

* Dependent on kind of loose insert or stitched insert

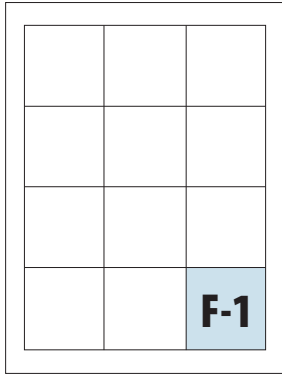
prices exclude VAT

GLUED INSERTS

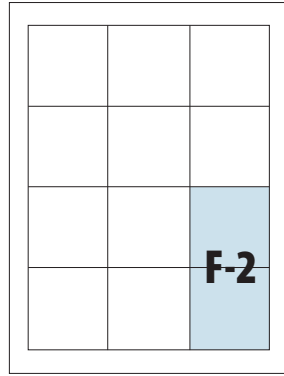
media cost: basic price of space purchased
technical cost: dependent on type of insert (format, number of pages, weight...)

NOTES

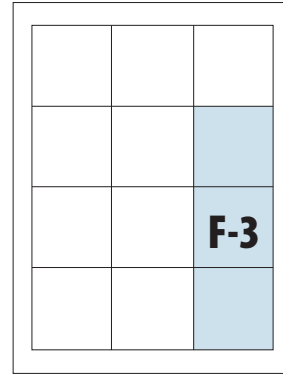
- Prices apply to materials fully prepared by the advertiser and supplied to the printing house.
- Before a contract is concluded, a specimen must be presented to the editors for approval. Materials whose graphic design resembles that of FORUM's editorial pages or which contain third-party advertisements will not be accepted.



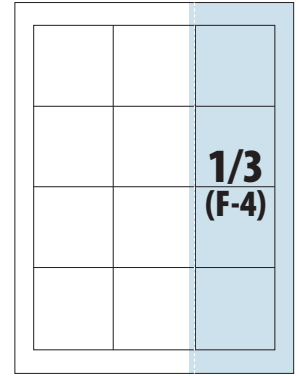
print area 60x58



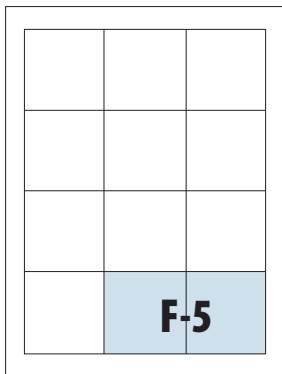
print area 60x120



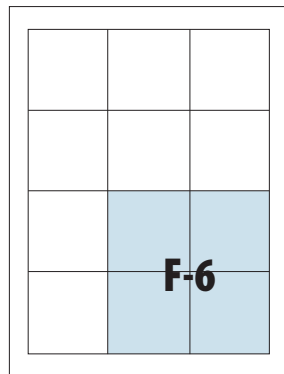
print area 60x182



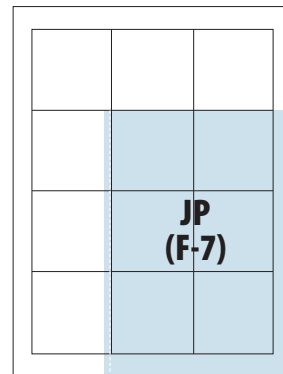
before trimming 84x285
trimmed 74x275
print area 60x237



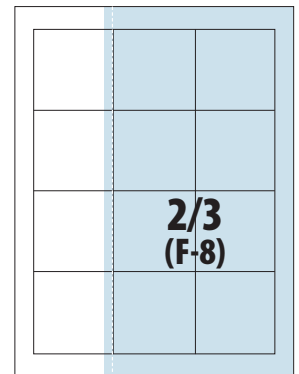
print area 127x58



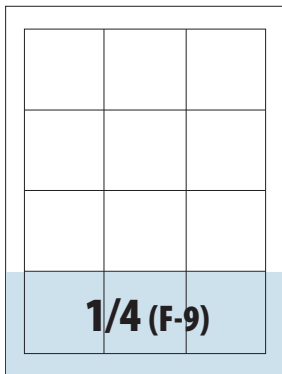
print area 127x120



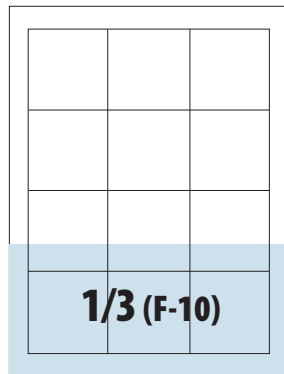
before trimming 151x201
trimmed 141x196
print area 127x182



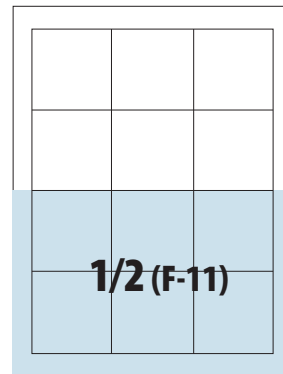
before trimming 151x285
trimmed 141x275
print area 127x237



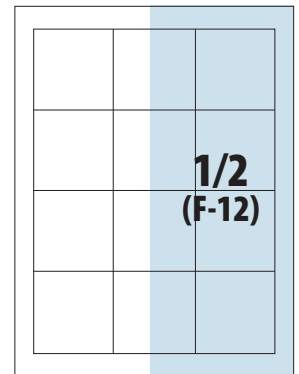
before trimming 225x76
trimmed 215x71
print area 193x58



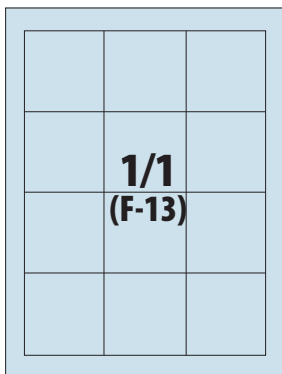
before trimming 225x97
trimmed 215x92
print area 193x76



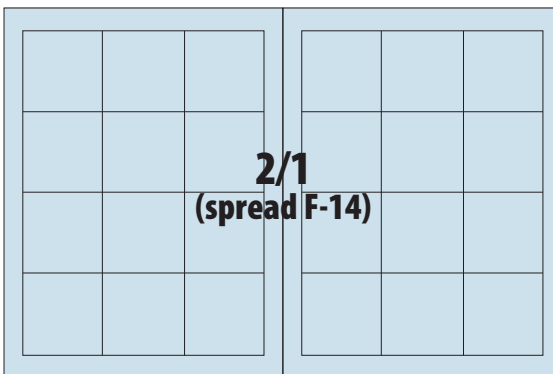
before trimming 225x143
trimmed 215x138
print area 193x120



before trimming 118x285
trimmed 108x275
print area 90x237



before trimming 225x285
trimmed 215x275
print area 193x237

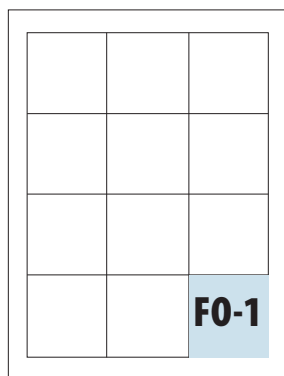


before trimming (2x) 225x285
trimmed (2x) 215x275

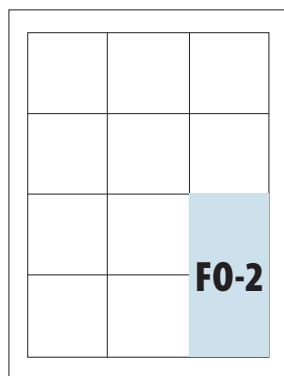
1 module	F0-1	1 200 PLN
2 modules	F0-2, F0-5	2 400 PLN
3 modules (1/4 pages)	F0-3, F0-10, FM-1	3 600 PLN
4 modules (1/3 pages)	F0-4, F0-6	4 800 PLN
1/2 page	F0-11	7 200 PLN

prices exclude VAT

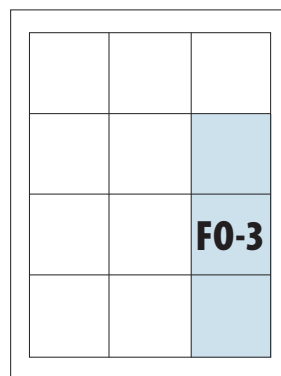
ADVERTISEMENT FORMATS (mm)



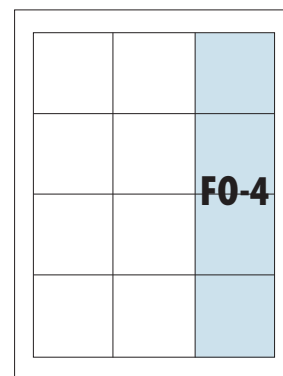
print area60x58



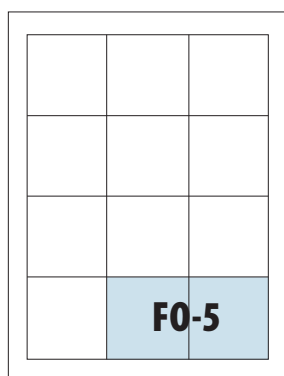
print area 60x120



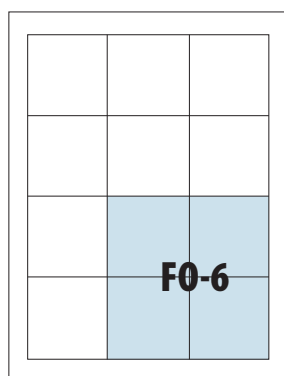
print area 60x182



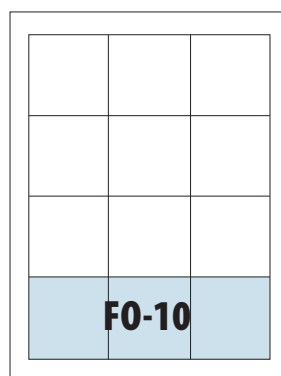
print area 60x237



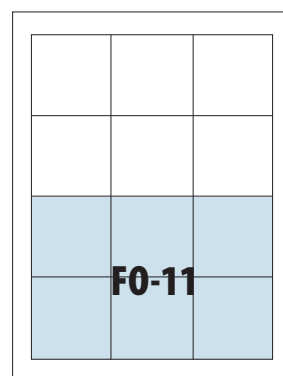
print area127x58



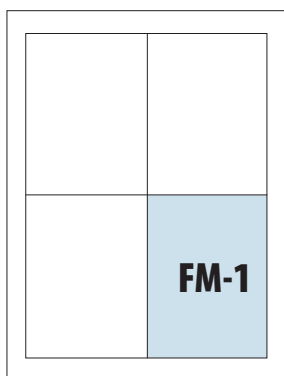
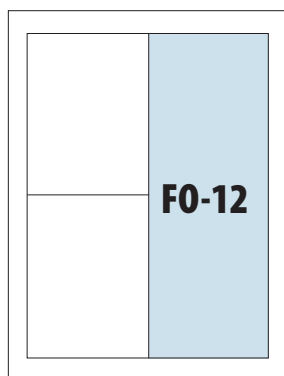
print area127x120



print area193x58



print area193x120



print area 90x120

NOTES

- Prices apply to colour and black-and-white advertisements.
- The prices apply to print-ready materials.
- The editors reserve the right to alter the prices within the period of validity of the price list.

Materials for printing should be sent to the Advertising Department in electronic form on PC-formatted digital media (CD-ROM or DVD).

FULL-PAGE AND SPREAD ADVERTISEMENTS

- **Composite PDF 1.4 files** are required, generated using Adobe Acrobat Distiller 5.0 or higher, and with the Creo PDF Pages.joboptions settings file and CreoDistillerAssistant, which are available at <http://www.quadwinkowski.pl/tresc/Uslugi/Prepress>, where you can also find instructions for using the files.
- Total area coverage (TAC or TIL) must not exceed 300% for the cover and 260% for the inside pages
- Screen angles (elliptical) at the printing house are as follows: K - 75°; C - 15°; M - 45°; Y - 90°; the Advertising Department should be consulted before using a different screen ruling, angle or illumination resolution.
- Trim lines with format conforming to Forum's format, and a colour description.
- The fonts used should be converted to curves.
- Composite files must include colour separation on the CMYK model according to the ICC profile:
 - for inside pages, available at: http://www.polityka.pl/_resource/fs/res/reklama/materialy/ICC_profil_strony_wewnetrzne
 - for covers, available at: http://www.polityka.pl/_resource/fs/res/reklama/materialy/ICC_profil_okladki
- Composite files should include, apart from gross format, control strips with a gradual colour scale, separate for each colour. A file without a scale does not give a reliable basis for printing.

Caution! Materials for spread advertisements should be prepared as two files, one for each separate page.

OTHER ADVERTISEMENT FORMATS AND NON-STANDARD FORMATS

- These must be saved as EPS (Adobe Illustrator CS2) or TIF files with a resolution of 300 dpi. Total area coverage (TAC or TIL) must not exceed 260%
- They should contain colour separation using the CMYK model according to the ICC profile available at http://www.polityka.pl/_resource/fs/res/reklama/materialy/ICC_profil_strony_wewnetrzne
- The fonts used should be converted to curves.
- Non-standard formats crossing by the spine line:
 - all graphics should be prepared in the form of a single copy
 - words may not be divided by the spine line, the words on each page must be spaced at least 1 mm from the spine line
 - illustrations cannot be allowed to extend several millimetres onto the neighbouring page
- Other parameters as for full-page advertisements.

Caution! For black text larger than 24 points and black backgrounds the colours: C - 50%, M - 40%, Y - 40% should be added to obtain a greater depth of black.

PROOF COPIES

- A colour proof should be enclosed with the advertisement, made with the appropriate ICC profile:
 - for inside pages, available at: http://www.polityka.pl/_resource/fs/res/reklama/materialy/ICC_profil_strony_wewnetrzne
 - for covers, available at: http://www.polityka.pl/_resource/fs/res/reklama/materialy/ICC_profil_okladki
- A control strip with a colour scale should be placed on each proof (outside the gross format). The recommended strip is Ugra/Fogra Media Wedge. You may also use a modified strip available at: http://www.polityka.pl/_resource/fs/res/reklama/materialy/pasek_kontrolny.tif
- Proofs should be made following the final correction of the files supplied for printing.
- In case of failing to deliver the proof copy, no claims concerning the color of the proof will be accepted.

Caution! Colour samples other than compliant with the parameters given above cannot be used as a basis for later complaints.

NOTES

1. Elements required to bleed must extend at least 5 mm over the trim line. As advertisements may be repeated on either odd or even-numbered pages, bleeds should appear on all edges.
2. Important text or graphic elements should be a minimum of 7 mm from the trim line.
3. Negative type should be avoided in the case of fonts of less than 8 points or other thin characters.
4. Very thin graphic elements should be printed in one colour.
5. Black text on a coloured background, smaller than or equal to 24 points, should be overprinted. Knocking out the background under such text is not permissible.
6. All files should be checked before being sent for printing.

Please read this technical specification in detail. Adherence to the above guidelines is a basic requirement for enabling your advertisements to be printed at the quality you would expect.