

## Advertising Specifications for Annual-Conference-Newsletter 2010

### 1. Article (1/3 A4 page)

Heading: max. 35 characters (incl. spaces)  
 Opening paragraph: max. 230 characters (incl. spaces)  
 Text: max. 1400 characters (incl. spaces)  
 Picture size: 1 picture: width 5.5 cm; height 4.5 cm  
 tekomp reserves the right to make modifications in the text, with your consent.

### 2. Ad type 1 (1/6 A4 page, 4c)

width 4.5 cm; height 12.5 cm

### 3. Ad type 2 (1/3 horizontal, 4c, last page)

width 21 cm, height 11 cm plus 3 mm bleed difference sideways and below

### 4. Ad type 2 (1/3 horizontal, 4c, inside)

width 19 cm, height 11 cm

### 4. Ad type 3 (1/1, 4c)

DIN standard A4 plus 3 mm bleed difference all around

### Dates:

	<b>Edition</b>	<b>Deadline Ads</b>	<b>Published</b>
<b>No. 1</b>	July 2010	18th June 2010	July 2010
<b>No. 2</b>	September 2010	20th August 2010	September 2010
<b>No. 3</b>	October 2010	29th September 2010	October 2010

### Rates (all prices are exclusive of VAT):

	<b>Edition 1</b>	<b>Edition 2</b>	<b>Edition 3</b>
<b>Article</b>	630 EUR	840 EUR	950 EUR
<b>Ad, Type 1 (1/6)</b>	315 EUR	420 EUR	475 EUR
<b>Ad, Type 2 (1/3) last page</b>	750 EUR	925 EUR	1.045 EUR
<b>Ad, Type 2 (1/3) inside</b>	630 EUR	810 EUR	920 EUR
<b>Ad, Type 3 (1/1)</b>	1,680 EUR	1,820 EUR	1,950 EUR

Discount: when booking for two editions **5%**  
 when booking for three editions **10%**

Copies: **approx. 8,400 (print) as supplement in our publication "technische kommunikation"**  
**approx. 8,000 (print) as shipment to interested parties**  
**approx. 18,000 as e-mail newsletter**

The positioning of articles and ads will be dealt with at the point of order. The deadline for advertisements is binding – advertisements received after the deadline will not be published, but charged all the same.



## **Further informationen**

Please deliver all data in the following format

Advertisement	<b>eps-file or printable PDF</b>
Pictures	<b>tif-file (300dpi) or printable PDF</b>
Text for articles	<b>rtf-file</b>
Logos for articles	<b>4c, eps or tif-file or printable PDF</b>

If you have any questions do not hesitate to contact:

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