ODPADY - ADVERTISING RATES 2011

Odpady (Waste Management) is a professional monthly for the handling of waste and environmental protection.
It gives information about new trends, technologies and systems in the handling of waste, including managerial environmental systems, and about legislation in this area. It also includes a fortnightly newsletter about the environment.
Readership: managers and entrepreneurs in waste management, state and public administration, consultancy, project and engineering organisations
Average circulation in 2010: 4 500 copies
Price per copy (stand sale): 85 CZK
Annual subscription: 935 CZK

ADVERTISING RATES - MAGAZINE

Format in mm (w. x h.)	2/1 394 x 254 (420 x 297)	1/1 185 x 254 (210 x 297)	2/3 122 x 254 (135 x 297)	1/2 185 x 125 (210 x 147)	1/3 59 x 254 (72 x 297)	1/3 185 x 82 (210 x 104)	1/4 185 x 61 (210 x 104)
Rates in EUR (excl. VAT)	4 200	2 190	1 390	1 090	730	730	504

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4 - 5 x	10 %
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Surcharges

2nd and 4th cover	20 %
positioning guarantee	20 %
typographical processing surcharge	10 %

Ad deadlines

Finished materials – 15 working days before publication

Materials to be produced – 20 working days before publication

Advertising rates - Newsletter

Format in mm (w. x h.)	2 columns 128 x 30	3 columns 193 x 30	3 columns 193 x 40	1 column 58 x 60	2 columns 120 x 60
Rates in EUR (excl. VAT)					
1st page	175	262	–	117	233
2nd, 3rd page		175	233	79	156
4th page	117	197	262	88	175

– on-line distribution (pdf)
– bi-monthly published
– subscription benefit of the magazine

Ad deadlines

Finished materials – 9 working days before publication

Materials to be produced – 10 working days before publication

SUBJECTS AND ISSUE SCHEDULE

	THEME	AD DEADLINE	ISSUE DATE
January	Containers and collecting vessels. Catalogue of waste - 06	23. 12. 2010	13. 1.
February	Recollection and electrical scrap. (OD + MO) Catalogue of waste - 07	27. 1.	17. 2.
March	Consulting in waste management. Catalogue of waste - 08	18. 2.	11. 3.
April	Financing of projects in waste management. Catalogue of waste - 09	25. 3.	15. 4.
May	Technical infrastructure (water supplies and sewage systems. Catalogue of waste - 10	21. 4.	12. 5.
June	Waste and municipalities. Catalogue of waste - 11	20. 5.	9. 6.
July/August	Waste management services. Catalogue of waste - 12	18. 6.	9. 7.
September	Presses, shredders and assorting lines. Catalogue of waste - 13	20. 8.	10. 9.
October	Municipal waste and its liquidation. Catalogue of waste - 14	22. 9.	13. 10.
November	Inspections, reporting Catalogue of waste - 15	22. 10.	12. 11.
December	Biowaste services. Catalogue of waste - 16	24. 11.	15. 12.

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