SIGN – ADVERTISING RATES 2011

SIGN is a specialist bi-monthly publication about visual communication. It looks at creativity in commercial communication and advertising production in the press, luminous, outdoor and indoor advertising. It also includes a fortnightly newsletter containing the latest news in this field.

Readership: medium and upper management responsible for visual communication in companies and communication agencies, production agencies (POS, POP, Signmaking, Graphic studios, Shop design)

Average circulation: 6 500 copies

Price per copy (stand sale): 95 CZK / 8,5 EUR, **Annual subscrip tion:** 570 CZK / 51 EUR

SIGN ADVERTISING RATES

Format in mm (w. x h.)	1/1 190 x 242 (210 x 280)	2/3 125 x 242 (135 x 280)	junior page 125 x 183	1/2 190 x 119 (210 x 137)	1/3 190 x 78 (210 x 96)	1/3 125 x 119	1/3 60 x 242 (70 x 280)
Ad rates in EUR (excl. VAT)	2 350	1 810	1 410	1 250	810	810	810

»BLEED« formats are given in the net format after trimming.
All bleed sizes originals must allow for a 5 mm trim all around!

Surcharges

typographical processing surcharge	10 %
2nd and 4th cover	30 %

Frequency discounts

2x	5 %
3–5x	8 %
6–9x	12 %
10x and more	20 %

Advertising rates - Newsletter

Format in mm (w. x h.)	2 columns 128 x 25	2 columns 128 x 40	3 columns 193 x 30	1 column 60 x 60
Rates in EUR (excl. VAT)				
1st page	180	–	240	–
2nd, 3rd page	–	220	240	–
2nd, 3rd, 4th page	–	–	240	170

– weekly

– on-line distribution (pdf)

– subscription benefit of the magazine

Ad deadlines

Finished materials – 9 working days before publication

Materials to be produced – 10 working days before publication

Issue schedule

	AD DEADLINE	ISSUE DATE
March	**3. 2.**	**3. 3.**
May	**5. 4.**	**26. 4.**
June	**2. 6.**	**29. 6.**
August	**4. 8.**	**25. 8.**
October	**29. 9.**	**20. 10.**
December	**24. 11.**	**15. 12.**

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