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Rate Card January 2006

Covers: 4-Color on Glossy stock

2nd, 3rd cover \$1,600
4th cover \$1,700

Insidies: B&W	x1	x3	x6	x12
Dble spread	\$1,350			
1/1 page	710	640	575	515
2/3 page	510	455	410	370
1/2 page	380	345	305	275
1/3 page	280	250	225	205
1/4 page	230	210	185	165
1/6 page	170	150	135	125
1/12 page	90	80	70	65
Spot color:	\$190 extra			
Full color:	\$840 extra			
Position:	10% extra			

<p>FULL PAGE \$710 7-1/4" wide x 10" high 184 x 254 mm <i>The earlier you book the better your position!</i></p>	<p>1/3 PAGE \$375 VERTICAL 2-1/4" x 10" 57 x 254 mm or HORIZONTAL 7-1/4" x 3" 184 x 76 mm or SQUARE 4-5/8"x4-15/16" 118x125 mm</p>	<p>2/3 PAGE \$510 VERTICAL 4-5/8" wide x 10" high 118 x 254 mm or HORIZONTAL 7-1/4"wide x 7-3/16" high 184 x 187 mm</p>	<p>DIRECTORY DIRECTORY AD \$36 STANDING MESSAGE NAME ADDRESS & PHONE \$15/inch in Ads&Info <i>No extra charge for bleed!</i></p>
<p>HALF PAGE \$380 ISLAND 4-5/8" wide x 7-3/16" high 118 x 187 mm or HORIZONTAL 7-1/4" wide x 4-15/16" high 184 x 125 mm</p>	<p>1/6 PAGE \$170 VERTICAL 2-1/4"x4-15/16" 57 x 125 mm or HORIZONTAL 4-5/8"x2-3/8" 118 x 60 mm</p>	<p>1/12 PAGE \$90 2-1/4"x2-3/8" 57 x 60 mm</p>	
<p>SPOT COLOR \$190 extra</p>			<p>1/4 PAGE \$230 4-5/8" x 3-5/8" or 118x92 mm or HORIZONTAL 7-1/4"x2-3/8" or 184x60 mm or VERTICAL 2-1/4"x7-3/16" or 57x187 mm</p>

• **DIRECTORY LISTINGS** (on an annual basis) invoiced quarterly. Regular size \$36. Double size \$70. Directory Ads include design, PMTs, typesetting and a subscription.

• **CLASSIFIEDS** 30 cents per word (minimum \$3) or \$15 per column inch (in a box) prepaid in the Ads&Info section.

• **DISCOUNTS & COMMISSIONS** 15% discount on the ad in Scandinavian Press when you place the same ad in the Swedish Press at the same time.

15%, 2% with prompt payment (to accredited advertising agencies only).

• **MECHANICAL REQUIREMENTS**
Cover: 4-color process sheet feed offset: 150 (133) screen, negative film, right reading, emulsion down. **Inside** pages - web offset, halftone screen 100 (85) **Type size:** 7-4/16" x 10" (184 x 254 mm). **Trim size:** 8" x 10-3/4". 36-60 pages. Saddle-stitched. **Digital submissions:** PDF, tiff, jpeg (email, FTP-site or by arrangement). *Production services available.*

Contact Anders Neumueller at 604-731-63811 or email anders@nordicway.com for your best advertising option:

 THE Nordic portal.	 THE Nordic magazine.	 THE News since 1929.
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