

Båtbranschen



MARINE INDUSTRIES BUSINESSMAGAZINE PUBLISHED BY SWEBOAT

RATECARD 2010

PRICES AND FORMATS



SPREAD

400x275 mm
420x297 mm (bleed)

20 000 SEK



1/1-PAGE

190x275 mm
210x297 mm (bleed)

10 900 SEK



1/2-PAGE

94x275 mm, 104x297 mm (bleed)
190x133 mm, 210x145 mm (bleed)

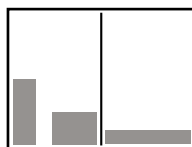
6 500 SEK



1/4-PAGE

94x133 mm
46x275 mm
190x65 mm

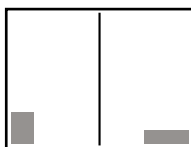
3 900 SEK



1/8-PAGE

46x133 mm
94x65 mm
190x31 mm

2 300 SEK



1/16-PAGE

46x65 mm
94x31 mm

1 450 SEK



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PUBLICATION

ISSUE	1	2	3	4	5	6	7	8
PUBLICATION	29/1	26/2	9/4	28/5	20/8	1/10	29/10	3/12
COPY DATE	11/1	8/2	22/3	10/5	2/8	13/9	11/10	15/11

ARTWORK SPECIFIKATION

Ads shall be delivered digitally, as highresolution PDF's, in the size according to the order. We work with PC's and use the programs of Adobe Creative Suite 3, such as InDesign, Illustrator and Photoshop.

- ▶ Number of columns: 4
- ▶ Columnwidth/height: 46 mm/275 mm
- ▶ Print procedure: Offset
- ▶ Magazine format: A4 (210x297 mm)
- ▶ Colour scheme: 4-colour
- ▶ Raster density: 133 lines/inch
- ▶ Printer: Mixi Print AB, Olofström
- ▶ Distiller/joboption: MixiPrint PDF 1.3 2006
- ▶ ICC-profil: MP_175_Best_0603

You can get profiles and joboptions from the following website: www.mixiorint.se

Always enclose all pictures, logotypes as well as screen and printer fonts. The pictures shall be CMYK-separated and saved as high resolution (300 dpi) TIFF or EPS, (no JPEG compression). Logotypes and texts shall be enclosed as paths (text outlines). Ads with bleed shall have at least 3 mm extra around. Only deliver what is supposed to be in the document.

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OTHER INFORMATION

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VAT: Will be additional
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Båtbranschens Riksförbund