

ADVERTISING PRICE LIST 2016

BTC CITY
VODNIK

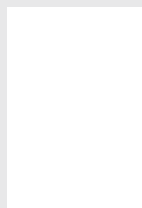


LIVE



- **A3 format** (16, 24 or 32 pages)
- **100.000 copies** (95.000 Slovenske novice, 5.000 BTC City Ljubljana)
- **all around Slovenia**

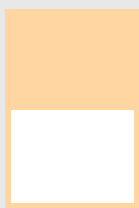
ADVERTISING SPACE DIMENSIONS AND RATES



FULL PAGE

last page / portrait
add a 5 mm margin trim
width: 276 mm
height: 405 mm

4.125 eur



HALF PAGE

landscape
width: 246 mm
height: 180 mm

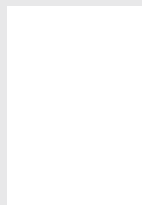
1.650 eur



BANNER

landscape
width: 246 mm
height: 88 mm

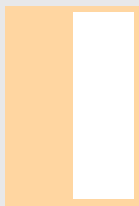
990 eur



FULL PAGE

2nd and next-to-last
add a 5 mm margin trim
width: 276 mm
height: 405 mm

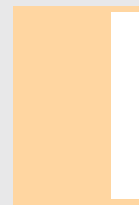
4.125 eur



HALF PAGE

portrait
width: 120 mm
height: 369 mm

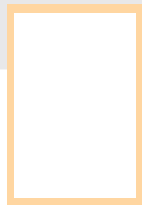
1.650 eur



BANNER

portrait
width: 77,5 mm
height: 333,5 mm

990 eur



FULL PAGE

inside pages / portrait
width: 246 mm
height: 369 mm

3.025 eur



QUARTER PAGE

portrait
width: 120 mm
height: 180 mm

990 eur

Each advertiser is offered a news post in the value of 250 eur + VAT on the website www.btc-city.com free of charge.

This price list is valid from 1. 1. 2016. All prices exclude VAT.

ADVERTISING SPACE DIMENSIONS AND RATES

FRONT COVER

portrait

add a 5 mm margin trim

width: 276 mm

height: 310 mm

***IMAGE 3.990 eur**

***BRAND 10.990 eur**

*The cover's suitability is confirmed by the Managing Editor

STYLE, GOURMET

portrait

width: 276 mm

height: 405 mm

Preparation of text and photos,
design and page layout:

1 page: 2.325 eur

2 pages: 3.825 eur

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INSTRUCTIONS FOR SUBMITTING MATERIALS

DIGITAL MEDIA - CD

CDs can be delivered to the following address:

NICHA d.o.o., Tehnološki park 19, 1000 Ljubljana

e: eva.kozlevcar@nicha.si, natasa.vugrinec@nicha.si

- the file must be saved in process colours - CMYK
- file formats for publication: **TIFF, JPEG, PDF, EPS, Ai**
- resolution must be at least 300 dpi
- high resolution should be used for PDF files
- if possible, convert fonts into curves or attach them

DEADLINE: at least 14 days before BTC Guide is published.

In order to ensure highly accurate performance, attach a match print of the advertisement.

Advertisements must be submitted with a written order.

The client is fully responsible for the content of the advertisement.

If your advertisement has not yet been created, we can create it for you.
25 EUR will be charged for one photo.

Important:

- **The client is responsible for the content of the publication** (truthfulness of information, accuracy of phone numbers and locations, use of copyright works, etc.).
- **Complaints must be submitted solely in writing up to 8 days after publication.**
- **Complaints for advertisements failing to observe the deadline for material submission shall not be taken into account.**
- **Complaints for advertisements submitted on an electronic medium without a sample print shall not be taken into account.**

Magazine issue dates

12th February

18th March

16th April

20th May

18th June

20th August

8th October

26th November

Magazine distribution

- **Supplement of Slovenske novice.**
- **BTC City Ljubljana area.**

CONTACTS

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