

Exame




2009 ADVERTISING RATES

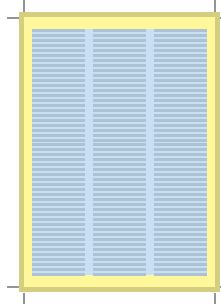
DIMENSIONS (mm)

Trim: 220x280
Type area: 190x245
Bleed: 3

Notes

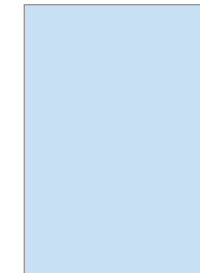
Special Positions: + 30%

Type area 
Trim size 
Bleed size 



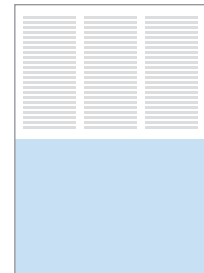
DOUBLE PAGE SPREAD

440x280 (410x245)



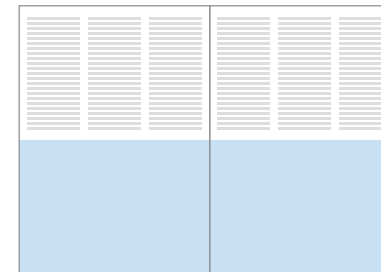
PAGE

220x280 (190x245)



HALF PAGE across

220x135 (190x120)



HALF PAGE DPS

440x135 (410x120)



HALF PAGE upright

110x280 (95x245)

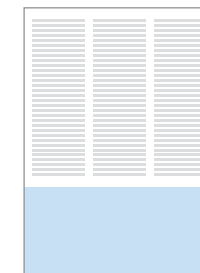


1/3 PAGE upright

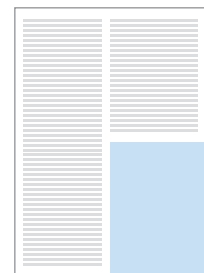
75x280 (60x245)



2/3 PAGE upright
127x280 (112x245)



1/3 PAGE across
220x90 (205x72.5)



QUARTER PAGE
130x130

Double Page Spread	9.300 €	Quarter Odd Page	3.110 €
Opening DPS	11.640 €	Quarter Even Page	2.690 €
First DPS	10.760 €	Special Products	
Second DPS	10.090 €	Outside Back Cover	7.350 €
Third DPS	9.800 €	Inside Front Cover	6.720 €
Half DPS	6.310 €	Inside Back Cover	6.160 €
Odd Page	5.100 €	Gatefolder + Inside Front Cover	20.090 €
First Odd Page	5.800 €	Gatefolder + Inside Front Cover + Page 3	21.320 €
Second Odd Page	5.670 €	Double Gatefolder + Inside Front Cover	25.320 €
Third Odd Page	5.500 €	Inverted Gatefolder	19.480 €
Even Page	4.750 €	Sampling	9.010 €
Half Odd Page (Upright or Across)	4.490 €	Inserts	
Half Even Page (Upright or Across)	3.490 €	Monosheet	8.030 €
1/3 Odd Page (Upright or Across)	3.210 €	4 Pages	10.100 €
1/3 Even Page (Upright or Across)	2.480 €	6 Pages	11.680 €
2/3 Odd Page Upright	5.130 €	+ 6 Pages	Pricing available upon request
2/3 Even Page Upright	4.000 €	Web Products	See all available formats and prices at: http://impresa.com.pt

The net value of all advertisements is subject to the VAT tax effective at each moment.

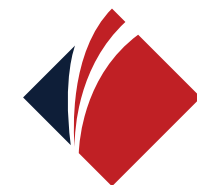
Technical Data

Cover Paper: Couché 130g
Paper: Couché silk 65g
Printing Method: 4-Colour Offset
Finishing: Perfect Bound
Screen: 150 lines

Originals

At the advertiser's expense. The originals for publication must observe the following specifications:

- PDF single-page format up to 1.5 level (one PDF per page, with space-centred work + trim margin)
- Embedded fonts
- CMYK images and objects
- 220 to 300dpi image resolution



IMPRESA
Publishing

Information

General Conditions

EXAME reserves the right to decline to publish all advertising that does not comply with its orientation, as well as the right to postpone or suspend publication of any advertisement due to lack of space or to technical reasons.

The placement of advertising will be subject to pagination conveniences and the location will be determined by EXAME according to its technical possibilities, excepting the advertisements that have been accepted under special position agreements. Any error or omission will be compensated solely by the correct repetition of the advertisement in question.

Special Advertising Section (Written Advertising)

Standard rate + 30%. Subject to approval by Impresa Publishing. The advertisement must include the word "Publicidade" ("Advertising") in the upper right corner, in 12-point typeface.

Foreign Languages

The use of foreign languages in the advertising message is not allowed, except in those cases foreseen by the legislation in force (Art. 7, no. 3 and 4 of the Advertising Code).

Inserts

Copy subject to approval by Impresa Publishing's Production Department 1 month prior to publication date.

Confirmation of the copy number for each edition must be made 15 working days, at least, prior to publication date.

Frequency

Monthly.

Publication Date

Last Thursday of the month prior to the cover date.

Space Reservation

Till 1 month before publication date, through an Advertising Order or other written means.

Advertising Closing Date

Advertising materials must be delivered 3 weeks prior to publication date.

Booking Cancellation

Cancellations will only be accepted if made in writing, at least 1 month before publication date. Otherwise, the Publisher reserves the right to invoice the contracted space.

Payment Conditions

30 days as from publication date.

Contacts

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