




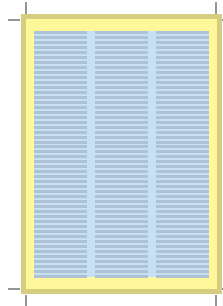
DIMENSIONS (mm)

Trim: 205x295
Type area: 185x276
Bleed: 3

Notes

Special Positions: + 30%

Type area 
Trim size 
Bleed size 



Special Products			
Double Page Spread	6.500 €	Outside Back Cover	5.300 €
Opening DPS	8.800 €	Inside Front Cover	4.950 €
First DPS	7.650 €	Inside Back Cover	4.800 €
Second DPS	7.350 €	Wrapper	12.500 €
Half DPS	4.400 €	Tack-on inserts	8.350 €
Odd Page	4.000 €	Inverted Gatefolder	11.300 €
First Odd Page	4.350 €	Gatefolder + Inside Front Cover	12.600 €
Second Odd Page	4.200 €	Gatefolder + Inside Front Cover + Page 3	14.000 €
Third Odd Page	4.100 €	Inserts	
Even Page	3.650 €	Monosheet	7.950 €
Half Odd Page (Upright or Across)	2.450 €	4 Pages	8.950 €
Half Even Page (Upright or Across)	2.250 €	6 Pages	10.750 €
1/3 Odd Page Upright	1.725 €	8 Pages	11.350 €
1/3 Even Page Upright	1.600 €	12 Pages	12.450 €
Odd Footer	1.725 €	16 Pages	13.450 €
Even Footer	1.600 €	24 Pages	14.550 €
Double Footer	3.100 €	32 Pages	15.550 €

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

Web Products See all available formats and prices at: <http://impresa.com.pt>

Technical Data

Cover Paper: Couché 135g
Paper: Couché silk 60g
Printing Method: 4-Colour Offset
Finishing: Perfect Bound
Screen: 150 lines

Advertising Materials

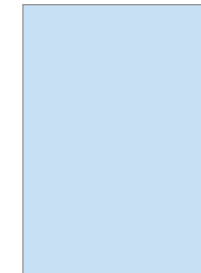
At the advertiser's expense. The originals for publication must observe the following specifications:

- 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



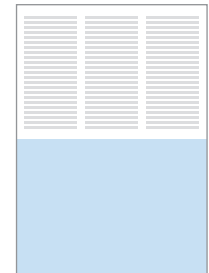
DOUBLE PAGE SPREAD

410x295 (390x276)



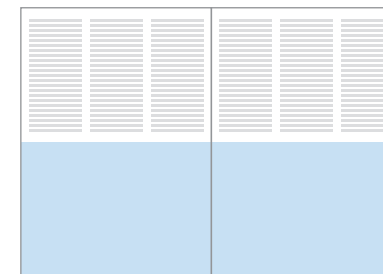
PAGE

205x295 (185x276)



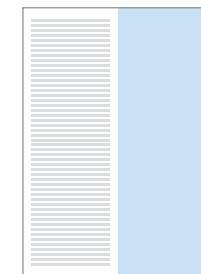
HAL PAGE across

205x145 (185x135)



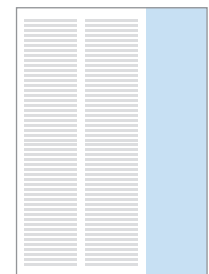
HALF PAGE DPS

410x145 (390x135)



HALF PAGE upright

97x295 (87x276)



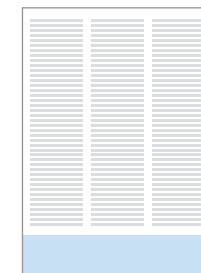
1/3 PAGE upright

67x295 (57x276)



DOUBLE FOOTER

410x100 (390x90)



FOOTER

205x100 (185x90)



Information

General Conditions

EXAME INFORMÁTICA 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 INFORMÁTICA 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

3rd Week 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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