

## Media data

### Advertising price list Nr. 21

(valid since January 1<sup>st</sup>. 2010)

<b>Format of the magazine Print type area</b>	DIN A4, 297 mm (height) x 210 mm (width) 270 mm (height) x 185 mm (width), 3 columns			
<b>Advertising-format and basic prices</b>	<b>Format</b>	<b>Height x width in mm</b>	<b>Price in €</b>	
	1/1 page	270 x 185	1.740,-	
	2/3 page	270 x 123 or 180 x 185	1.195,-	
	1/2 page	270 x 90 or 135 x 185	985,-	
	1/3 page	270 x 58 or 90 x 185	630,-	
	1/4 page	135 x 90 or 65 x 185	490,-	
	1/6 page	135 x 58 or 65 x 120 or 45 x 185	320,-	
	<b>Each 58 mm wide millimetre-line</b>		2,50	
	<b>Each 90 mm wide millimetre-line</b>		3,60	
	<b>Each 120 mm wide millimetre-line</b>		5,00	
<b>Private Job offer- and occasional advertisement</b>	<b>58 mm wide millimetre-line for each column</b>		2,00	
<b>Additional charge for colour*</b>		<b>2c</b>	<b>3c</b>	<b>4c</b>
	1/1 page; each colour, 315,- €	315,- €	630,- €	945,- €
	2/3 page; each colour, 315,- €	315,- €	630,- €	945,- €
	1/2 page; each colour, 315,- €	315,- €	630,- €	945,- €
	1/3 page; 2c, 3c, 4c: plus 50%	315,- €	315,- €	315,- €
	1/4 page; 2c, 3c, 4c: plus 50%	245,- €	245,- €	245,- €
	1/6 page; 2c, 3c, 4c: plus 50%	160,- €	160,- €	160,- €
<b>Inserts per %*</b>	Up to 25 g weight plus postage			250,-
	26-50 g weight plus postage			300,-
	51-75 g weight plus postage			350,-
	More than 76 g weight plus postage			nach Absprache
<b>Chiffre fee*</b>				5,-
<b>Prices for priority placement*</b>	Position regulations			extra charge 25 %
<b>Double-paged advertisement*</b>	Double-pages in the middle of the magazine			extra charge 10 %
	* = no discount allowed <b>The valid sales tax will be charged additionally.</b>			
<b>Publisher</b>	Fachgruppe Obstbau im Bundesausschuss Obst u. Gemüse, Berlin			
<b>Advertisement department</b>	ad-pitch gmbh, Siegbert Lüttig An der Wethmarheide 36, 44536 Lünen fon: 0049 2306 92948-15, fax: 0049 2306 92948-18 e-mail: <a href="mailto:sl@ad-pitch.de">sl@ad-pitch.de</a>			
<b>Manufacture</b>	Projekt m/c GmbH Am Brambusch 24, 44536 Lünen fon: 0049 231 986014-1, fax: 0049 231 986014-3 e-mail: <a href="mailto:kleine-bernink@projekt-mc.de">kleine-bernink@projekt-mc.de</a>			
<b>Publication</b>	First week of each month			
<b>Print run</b>	7.000			
<b>Deadline for placing an advertisement or redemption</b>	10th of previous month			

<b>Area of distribution</b>	Germany – especially fruit-producing regions – and abroad												
<b>Reader</b>	Professional fruit growers, fruit growing advisors, Institutes for orcharding, experimental stations, government departments, other authorities, cooperatives												
<b>Discounts</b>	by placing regular advertisements per year <table> <tr> <td>3 advertisements</td> <td>3 %</td> <td></td> </tr> <tr> <td>6 advertisements</td> <td>6 %</td> <td>(No quantity grading)</td> </tr> <tr> <td>9 advertisements</td> <td>9 %</td> <td></td> </tr> <tr> <td>12 advertisements</td> <td>12 %</td> <td></td> </tr> </table>	3 advertisements	3 %		6 advertisements	6 %	(No quantity grading)	9 advertisements	9 %		12 advertisements	12 %	
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6 advertisements	6 %	(No quantity grading)											
9 advertisements	9 %												
12 advertisements	12 %												
<b>Forwarding address for inserts</b>	without postal charges and fees: RR Letter-Shop GmbH Freie-Vogel-Straße 15, 44263 Dortmund fon: 0049 231 733890, fax: 0049 231 7273724 e-mail: <a href="mailto:rr-lettershop@arcor.de">rr-lettershop@arcor.de</a> eventual cartage will be charged												
<b>Printing method</b>	Offset												
<b>Print documents</b>	Lithographs up to 60-raster or fine-drawing. (Manufacturing of lithographs by charging the prime costs.) The takeover of digital Data is required												

### Requirements for electronic advertisement data:

<b>Data file formats:</b>	pictures & graphics as tiff or EPS
<b>Programmes:</b>	Adobe Illustrator up to version 7.0; Freehand up to version 7.0; QuarkEXPress; MS Word up to version 7.0 in Windows or up to version 5.1 in MacOS-format, graphics should be sent as separate data
<b>Media formats:</b>	e-mail to: <a href="mailto:kleine-bernink@projekt-mc.de">kleine-bernink@projekt-mc.de</a> or <a href="mailto:sl@ad-pitch.de">sl@ad-pitch.de</a> CD-R, DVD