



# EUROPOLITICS ADVERTISING RATES 2012



## CONTACTS

*EuroPolitics / EuroPolitique*

advertising@europolitics.info

53, rue d'Arlon  
B-1040 BRUXELLES

## GENERAL CONDITIONS OF SALES

Orders, once accepted, cannot be cancelled. All rates are excluding VAT and are based on the assumption that all visual materials will be provided by the advertiser. Orders and corresponding material must reach us at least 7 days before the desired publication date. Payment should be received before the last day of the month of first publication. Any disputes will be settled under Belgian law.



## 'A LA CARTE'

Display ads in *EuroPolitics*, in French and English versions

	€
Cover 2 – full colour	4,000
Cover 3 – full colour	3,600
Cover 4 – full colour	4,800
Full page – full colour	3,200
Full page – B/W	2,400
1/2 page – B/W	1,440
1/3 page – B/W	960
Advertorial, A4 page B/W (editorial and translation costs included)	3,200
Insert, 6 pages maximum (postage included)	3,600

## Banners on *EuroPolitics* website (for one week)

Banner on all pages of website (in rotation with 4 others) and in daily HTML newsletters	1,200
Banner on all pages of website (permanent) and in daily HTML newsletters	3,500

## DISCOUNTS

Professional discount (agencies)		-15%
Volume discounts	€2,000 to 4,000	-5%
	€4,001 to 6,000	-8%
	€6,001 to 9,000	-10%
	€9,001 to 12,000	-12%

## PACKAGES

### 'Bronze' package – €9,900, i.e. over 35% discount on full price!

Full page, B/W, in <i>EuroPolitics</i>	5 ads
Banner on all pages of website (in rotation with 4 others)	5 weeks
Ad in daily HTML newsletters	5 weeks

### 'Silver' package – €19,900, i.e. over 40% discount on full price!

Full page, 4 colours, in <i>EuroPolitics</i>	8 ads
Banner on all pages of website (in rotation with 4 others)	8 weeks
Ad in daily HTML newsletters	8 weeks

### 'Gold' package – €29,900, i.e. over 45% discount on full price!

Full page, 4 colours, in <i>EuroPolitics</i>	12 ads
Banner on all pages of website (in rotation with 4 others)	12 weeks
Ad in daily HTML newsletters	12 weeks

*The advertising period is determined by the advertiser (long campaigns to create or sustain an image or short to promote specific actions).*

## TECHNICAL SPECIFICATIONS

Full page bleed/trim	L 210 mm x H 297 mm (+ crop marks at 5 mm on all four sides)
Full page type area	L 188 mm x H 279 mm
1/2 page ad	L 188 mm x H 120 mm
1/3 page ad	L 188 mm x H 77 mm
<i>Note: ad must be sent in high resolution PDF (300 dpi)</i>	
Banner	Leaderboard 728x90 pixels OR Square 250x250 pixels, max. 50 kb
Accepted formats	jpeg, gif, flash