

# Media Rate Card 2009

**Euro  
Laser**

**schlütersche**  
Verlagsgesellschaft mbH & Co. KG

... Trade Journal for the Industrial Laser Application

... 4 editions a year - IVW-verified circulation 8,500 Samples

Journal Size: 210 x 297 mm, DIN A 4 Type Area: 188 x 272 mm

Printing Area: 4 Columns = Width of Column 44 mm, 3 Columns = Width of Column 60 mm

Size	Width x height in mm	Basic price b/w in €	Colour charges for each scale colour (Euro-scale)	<b>DISCOUNTS FOR PLACEMENTS WITHIN A YEAR:</b>	
1/1 page	188 x 272	3,215.--	360.--	<b>Quantity Stage</b>	<b>Page Stage</b>
2/3 page	188 x 180	2,143.--	340.--	3-times 5%	2 pages 10%
	124 x 272			6-times 10%	4 pages 20%
Juniorpage	140 x 180	2,042.--	290.--	12-times 15%	6 pages 30%
1/2 page	188 x 134 92 x 272	1,703.--	290.--	<b>SURCHARGES FOR SPECIAL FORMATS:</b>	
1/3 page	60 x 272 188 x 88	1,131.--	260.--	<b>Bleeded adverts / Double Page Spread</b> (3 mm bleed premium for each bleed margin) 10% surcharge on the b/w rate	
1/4 page	92 x 134 188 x 65 44 x 272	851.--	190.--	<b>INSERTS:</b>	
1/8 page	92 x 65 44 x 134 188 x 31	428.--	160.--	2 pages .....	€ 3,643.--
Basic rate single-column millimetre line (44 mm): € 3.--				4 pages .....	€ 4,468.--
				Up to 125g paper weight – Over 125g paper weight 20% surcharge Delivery is to be not cut to size but folded to the journal size of 216 mm width x 303 mm heights.	
<b>PREFERENTIAL PLACEMENTS:</b>				<b>ENCLOSURES – RATE PER 1.000 SAMPLES:</b>	
2 nd and 4 th COVER PAGE: 20% surcharge on request				Up to 25g € 230.-- Up to 40g € 298.--	
FRONT COVER PAGE: 20% surcharge on request				Up to 30g € 253.-- Up to 45g € 322.--	
Other defined placements of adverts and inserts: 20% surcharge				Up to 35g € 276.-- Up to 50g € 348.--	
				Maximum size 205 mm width x 290 mm height.	
				<b>ENCLOSED POSTCARDS:</b>	
				Size DIN A6 - up to 5g weight	
				Only in conjunction with full page adverts: € 895.-- + costs for bonding	

### **PUBLISHER:**

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Subject Matter « for ELA No ... »

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D – 28325 Bremen  
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### **TERMS OF PAYMENT:**

For advance payment of the total sum  
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### **SUBSCRIPTION RATES:**

Abroad: € 68.-- annually  
Inclusive postal charges

### **ADVERTISING CONTACT:**

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