

# PIBER & TOBAK



RATE CARD

VALID FROM NO. 96, MAY 2002

Piber & Tobak is beginning on it's 33. Year. There has been issued 125 numbers for the pleasure of Danish and foreign pipe-smoker's.

## ADVERTISING RATES

Valid from 01.04.2002. Previous change 01.03.1999.

In Piber & Tobak we have 6 sizes of advertisement. All advertisers will receive free copies of Piber & Tobak upon request.

Piber & Tobak is printed in offset # 60, format w. 210 mm x h. 210 mm. Material either pdf file or QuarkXPress doc. by e-mail

1/6 page w. 60 x h. 95 mm	<b>Dkr. 850,00</b>	1/2 page w.190 x h. 95 mm	<b>Dkr. 2.350,00</b>
1/3 page w.125 x h. 95 mm	<b>Dkr. 1.650,00</b>	2/3 page w.125 x h. 190 mm	<b>Dkr. 3.100,00</b>
1/3 page w. 60 x h. 190 mm	<b>Dkr. 1.650,00</b>	3/3 page w.190 x h. 190 mm	<b>Dkr. 4.500,00</b>

## Bleed without extra charge, formats:

- 1/2 page w. 210 x h. 105 mm + 3 mm to cutting in bottom and right side.
- 2/3 page w. 135 x h. 210 mm + 3 mm to cutting in top, bottom and right side,
- 1/1 page w. 210 x h. 210 mm + 3 mm to cutting in top, bottom and right side.

## COLOURS:

Standard colour (march-blue, may-green, sept-brown, dec-red) **Dkr. 625,00**  
Specialcolour: Each colour (4-colour adds counted 3 times) **Dkr. 1.250,00**

## SERIES DISCOUNT

- By ordering and issuing the same add in 4 consecutive volumes - 10%
- By ordering and issuing the same add in 2 of 4 consecutive volumes - 5%

## AGENCY COMMISSION

15 %. Their is no rebate or agency commission on colour price.  
All advertising rates are without VAT and based on printing film or electronic final artwork.

## PIBER & TOBAK ISSUING TIME:

Issuing time	medio March	ultimo May	ultimo September	ultimo November
Adverting order	1. February	15. April	15. August	15. October
Closing time	15. February	1. May	1. September	1. November

## PIBER & TOBAK

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