

# Eurofruit Advertising Rates 2010

## PREMIUM POSITIONS

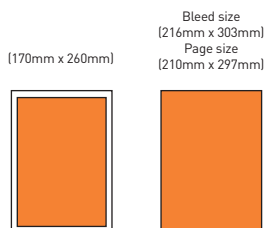
Back cover .....	\$5,590
Inside front cover .....	\$5,300
News page (left) .....	\$4,570
News page (right) .....	\$4,860
Inside back cover .....	\$4,230



**NB:** Advertisements must meet specified dimensions  
For special colors please add \$535 per color to the B&W rate

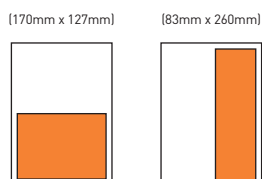
### Full page

4 color .....	\$3,700
3 color .....	\$3,345
2 color .....	\$3,160
1 color .....	\$2,725
B&W .....	\$2,275



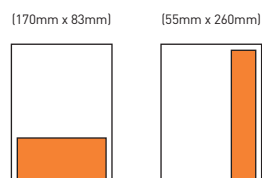
### Half page

4 color .....	\$2,725
3 color .....	\$2,480
2 color .....	\$2,255
1 color .....	\$1,795
B&W .....	\$1,340



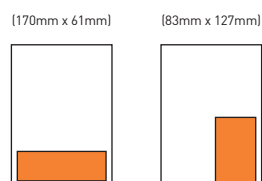
### Third page

4 color .....	\$2,385
3 color .....	\$2,185
2 color .....	\$1,925
1 color .....	\$1,460
B&W .....	\$1,025



### Quarter page

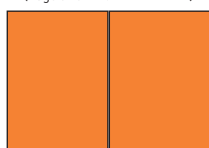
4 color .....	\$2,165
3 color .....	\$2,015
2 color .....	\$1,700
1 color .....	\$1,255
B&W .....	\$800



### Double page spread

4 color .....	\$6,640
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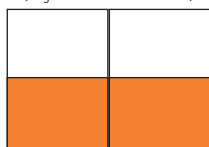
(Bleed size- 426mm x 303mm)  
(Page size- 420mm x 297mm)



### Half page spread

4 color .....	\$4,255
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(Bleed size- 426mm x 150mm)  
(Page size- 420mm x 144mm)



## SUPPLYING ARTWORK:

### SUPPLYING ARTWORK FOR THE MAGAZINE AND ONLINE: InDesign CS3 / PDF / Illustrator CS3

All fonts must not be outlined and supplied. All images must be supplied/embedded

### WE CAN ALSO ACCEPT ARTWORK SUPPLIED AS\*:

\*PLEASE NOTE THAT ARTWORK SUPPLIED IN THE FOLLOWING FORMATS WILL NOT BE INTERACTIVE ONLINE

**Photoshop CS3:** Saved as jpg, tiff or eps (Minimum 300dpi)

**Freehand MX / Illustrator CS3**

With fonts outlined. All images must be supplied/embedded

### WE ARE UNABLE TO ACCEPT ARTWORK SUPPLIED IN:

Powerpoint / Word / Excel / Coral Draw

### SENDING ARTWORK:

#### CD / DVD

Please send to:

Advertising Department, Eurofruit Magazine, Market Intelligence Ltd.,  
1 Nine Elms Lane, GB-London SW8 5NQ

**FTP** (Please contact us for our FTP details)

**e-mail:** design@fruitnet.com (No files larger than 20MB)

#### Color proof:

A high-res digital color proof or cromalin is required to accompany all digital files

#### Design and Production Charge:

10% of list price

#### Extras:

Bleed Advertisements 15% extra

#### Series Discounts:

3+ Advertisements	10%
6+ Advertisements	15%
7+ Advertisements	20%
10+ Advertisements	25%
15+ Advertisements	30%
20+ Advertisements	35%

UK Agency Commission 10%

Other Agency Commission 15%

(VAT 17.5% for UK-based companies and agencies only)

Magazine Size - Trim Size: 297mm deep x 210mm wide

Magazine Size - Bleed Size: 303mm deep x 216mm wide

Type Area: 260mm deep x 170mm wide

Publication Date: Week before cover date

Copy Deadline: Two weeks before cover date

#### Terms of Payment:

**30 days from date of invoice.**

**EU companies must provide VAT identification number to avoid local VAT charges**

#### Cancellation & unacceptable artwork:

Cancellation less than 14 days before publication date or supply of unacceptable artwork results in fee of 25% of space price plus any other costs