

# appetite JAPANESE RESTAURANTS GUIDE 2010



## TECHNICAL DATA

### Bleed

- For full page and double page spread bleed advertisements, please add 3mm to all 4 sides.
- Due to mechanical tolerances, type matter on double page spreads must be kept 10mm away from the centrefold on each page.
- The publisher reserves the right to trim 3mm off each edge of the trimmed page dimension. Type matter or illustrated material not intended to bleed must be kept to this tolerance.
- There is no extra charge for full page bleed advertisements.

### Printing

- Web Printing + Perfect Bound
- Screenlines : 175 lines screen

Please provide creative in soft copy. Digital specifications as follows:

- Mac formatted disks, CD-Rom
- PDF, Tiff or EPS Files
- 300 dpi for all images/files
- All images/files must be converted to CMYK
- All fonts for Illustrator and Freehand files to be converted to path
- Final colour proof for printer's reference

## ADVERTISING RATES

### PRIME POSITION

Full Page	Per Insertion
Outside Back Cover	S\$6,900
Inside Front Cover	S\$6,000
Inside Back Cover	S\$5,800
Page 1	S\$5,700
Facing Editor's Note	S\$5,300
Facing Contents Page	S\$5,100

### Run-On-Page

Run-On-Page	Per Insertion
Double Page Spread	S\$8,600
Full Page	S\$5,000
Advertorial per page	S\$6,000

### VOLUME DISCOUNT

2 Insertions	5%
4 Insertions	10%
6 Insertions	15%

## PRODUCTION SCHEDULE

ISSUE/MONTH	January 2010
BOOKING DEADLINE	02 November 2009
MATERIAL DEADLINE	09 November 2009

## SPECIFICATIONS

### ADVERTISEMENT SIZES

#### Double Page Spread

Trimmed	210 mm (ht) x 297 mm (w)
Bleed	216 mm (ht) x 303 mm (w)
Type area	186 mm (ht) x 273 mm (w)

#### Full Page

Trimmed	210 mm (ht) x 148.5 mm (w)
Bleed	216 mm (ht) x 154.5 mm (w)
Type area	186 mm (ht) x 124.5 mm (w)

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