

Volante

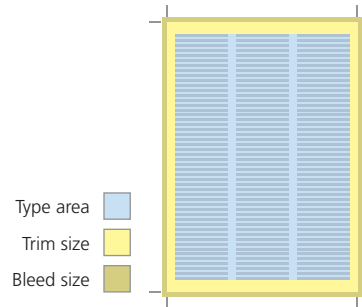
2010 ADVERTISING RATES

DIMENSIONS (mm)

Trim: 210x273
Type area: 176x248
Bleed: 3

Notes

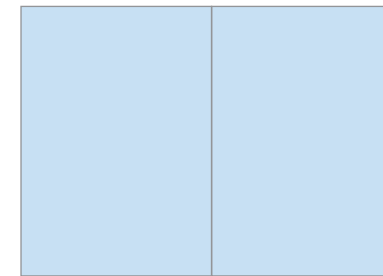
Special Positions: + 30%



Normal Editing Pages		AutoGuia Section Pages - Used*	
Double Page Spread	7.800 €	Odd Page	2.200 €
Opening DPS	9.000 €	Even Page	2.000 €
First DPS	8.600 €	Half Odd Page (Upright or Across)	1.400 €
Second DPS	8.350 €	Half Even Page (Upright or Across)	1.260 €
Half DPS	4.800 €	Special Products	
Odd Page	4.400 €	Outside Back Cover	5.500 €
First Odd Page	4.600 €	Inside Front Cover	4.900 €
Second Odd Page	4.500 €	Inside Back Cover	4.600 €
Even Page	4.000 €	Inverted Gatefolder	10.200 €
Half Odd Page (Upright or Across)	2.650 €	Gatefolder + Inside Front Cover	12.400 €
Half Even Page (Upright or Across)	2.500 €	Gatefolder + Inside Front Cover	
AutoGuia Section Pages - New		+ 1st Odd Page	
Odd Page	4.400 €	Sampling	6.900 €
Even Page	4.000 €	Inserts	
Half Odd Page (Upright or Across)	2.000 €	Monosheet	6.660 €
Half Even Page (Upright or Across)	1.800 €	4 Pages	7.750 €
Odd Footer	1.000 €	6 Pages	8.900 €
Even Footer	890 €	8 Pages	10.000 €
Module	200 €	12 Pages	12.100 €
		16 Pages	17.500 €

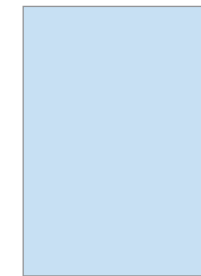
* Valid only for the promotion of used vehicles.

The net value of all advertisements is subject to the VAT tax effective at each moment.



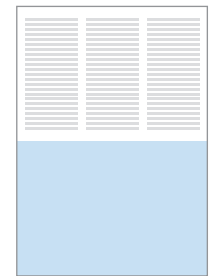
DOUBLE PAGE SPREAD

420x273 (383x248)



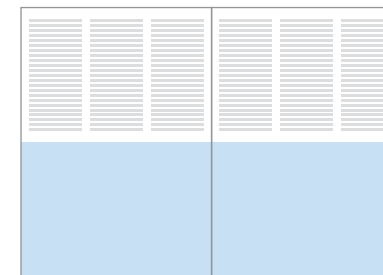
PAGE

210x273 (176x248)



HALF PAGE across

210x134 (176x122)



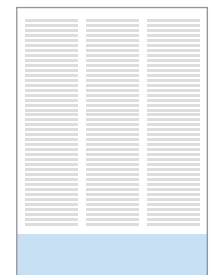
HALF PAGE DPS

420x134 (383x122)



HALF PAGE upright

93x273 (74x248)



FOOTER

210x35 (176x22)



MODULE

(87x20)

Technical Data

Cover Paper: Couché 130g
Paper: LWC 65g
Printing Method: 4-Colour Offset
Finishing: Perfect Bound
Screen: 150 lines

Advertising Materials

At the advertiser's expense. The originals for publication must observe the following specifications:

- PDF single-page format up to 1.5 level (one PDF per page, with space-centred work + trim margin)
- Embedded fonts
- CMYK images and objects
- 220 to 300dpi image resolution



IMPRESA
Publishing

Information

General Conditions

VOLANTE reserves the right to decline to publish all advertising that does not comply with its orientation, as well as the right to postpone or suspend publication of any advertisement due to lack of space or to technical reasons. The placement of advertising will be subject to pagination conveniences and the location will be determined by VOLANTE according to its technical possibilities, excepting the advertisements that have been accepted under special position agreements. Any error or omission will be compensated solely by the correct repetition of the advertisement in question.

Special Advertising Section (Written Advertising)

Standard rate + 30%. Subject to approval by Impresa Publishing. The advertisement must include the word "Publicidade" ("Advertising") in the upper right corner, in 12-point typeface.

Foreign Languages

The use of foreign languages in the advertising message is not allowed, except in those cases foreseen by the legislation in force (Art. 7, no. 3 and 4 of the Advertising Code).

Inserts

Copy subject to approval by Impresa Publishing's Production Department 1 month prior to publication date. Confirmation of the copy number for each edition must be made 15 working days, at least, prior to publication date.

Frequency

Monthly.

Publication Date

Last wednesday of the month prior to the cover date.

Space Reservation

Till 1 month before publication date, through an Advertising Order or other written means.

Advertising Closing Date

Advertising materials must be delivered 3 weeks prior to publication date.

Booking Cancellation

Cancellations will only be accepted if made in writing, at least 1 month before publication date. Otherwise, the Publisher reserves the right to invoice the contracted space.

Payment Conditions

30 days as from publication date.

Contacts

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