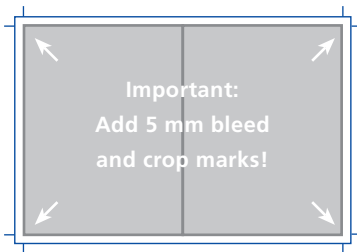
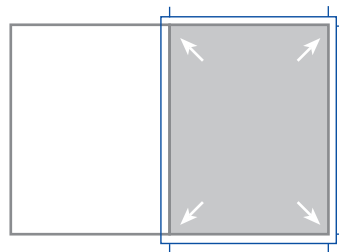


Advertisements and Advertorials



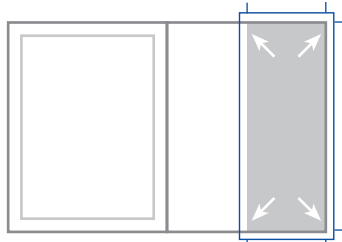
2/1 page 420 x 277 mm
+ 5 mm bleed



1/1 page A 210 x 277 mm
+ 5 mm bleed



1/1 page B (frame size)
175 x 237 mm



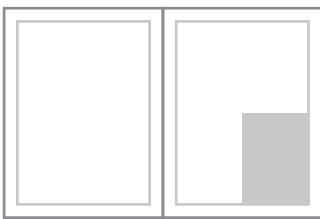
1/2 page A (vertical) 103 x 277 mm
+ 5 mm bleed



1/2 page B (vertical)
86 x 237 mm



1/2 page C (horizontal)
175 x 115 mm



1/4 page A (vertical)
86 x 115 mm



1/4 page B (horizontal narrow)
175 x 60 mm



1/4 page C (vertical narrow)
56 x 237 mm

Technical data:

Size: 210 x 277 mm
Printed by: Forssan Kirjapaino Oy
Adhesive binding

Programs used (MAC):
InDesign CS2, Photoshop CS2
Freehand MX, Adobe Acrobat 7.0

Supplying the material:

An accompanying letter must be sent with the material specifying the following: 1. the advertiser's name
2. the name and issue number of the publication and section where the advertisement is to be placed.

Material by e-mail:
materials@publico.com

Material by mail on a CD:
PubliCo Oy
Ms. Mirkka Rytilahti
Pätkäneentie 19 A
FI-00510 Helsinki
Finland

Material for advertorials:

The price of the advertorial includes layout service.

Texts: The text should be sent in english as a Word rtf file.

Word count:

2/1 page, max. 1000 words
+ 1 very large picture or
2 medium size pictures

1/1 page, max. 350 words
+ 1 large picture or 2 small pictures
Without pictures max. 500 words

1/2 page, max. 250 words
+ 1 medium size picture
Without pictures max. 350 words

1/4 page, max. 150 words
No pictures.

! If you wish to use more pictures, the text must be cut down by ca. 100 words per each additional picture.

! Only Internet adress may be used as contact information in the end of the article.

Pictures: All pictures should be sent as a Photoshop EPS, TIFF or JPEG file with 300 dpi resolution.

Advertisement material:

Advertisements should be sent as a Adobe Acrobat PDF file, Adobe InDesign PDF file or Photoshop EPS, TIFF or JPEG file with 300 dpi resolution and in CMYK colors.

Further details:

! All colours and pictures used in the advertisements must be in CMYK colours with 300 dpi resolution.

! A paper proof of good quality, in scale 1:1, must always be sent along with the advertisement material.

! Always name all text files, picture files and advertisement files so, that the name clearly indicates who has ordered the advertisement/ advertorial. In the case of advertisements the file name should also indicate the size of the advertisement, for example: "Publico175x237.pdf".

! If the material does not comply with the material specifications, a separate charge will be made for modifications.

Material deadline:

See order confirmation

For more information:

Ms.Mirkka Rytilahti
Editorial Coordinator

Phone +358 9 6866 2528
materials@publico.com