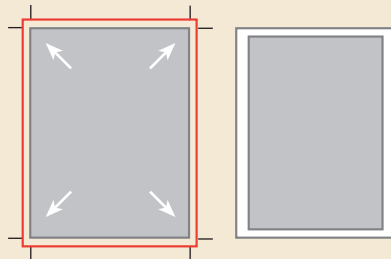


Spread 420 x 277 mm

+ 3 mm of bleed to the edges

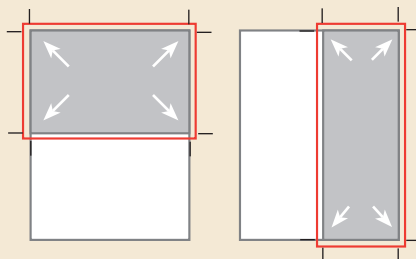


1/1 page
210 x 277 mm

+ 3 mm of bleed

1/1 page
177 x 255 mm

Frame size



1/2 page
210 x 136 mm

+ 3 mm of bleed

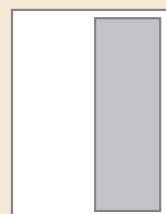
1/2 page
100 x 277 mm

+ 3 mm of bleed



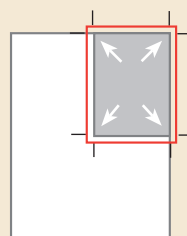
1/2 page
177 x 125 mm

Frame size



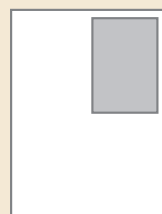
1/2 page
86 x 255 mm

Frame size



1/4 page
100 x 136 mm

+ 3 mm of bleed



1/4 page
86 x 125 mm

Frame size

materials@publico.com

ADVERTISEMENTS:

- Acceptable file formats (Macintosh only):
PageMaker 6.5, Freehand 8.0 EPS (fonts converted), Photoshop EPS or a high-resolution Adobe Acrobat PDF file.
- All colours and images must be in CMYK mode (RGB colours subject to change during printing).
- Always include draft and information about programs used
- **Don't forget to include crop marks and 3-5 mm bleed!**
- Please name the files so that the name of the advertiser and the advertisement size are clearly indicated, for example "Publico210x277.pdf".
- Measurements: See illustrations

ARTICLES:

- Text in English (max 800 words or 4500 characters with spaces per page) in MS Word or Rich Text Format on diskette (with a copy on paper) or by e-mail.
- Advertising prices include layout in the form of an article and basic proofreading.
- Pictures must be in TIFF, EPS or JPEG form with a resolution of 300 dpi; otherwise include originals (slides or paper copies).
- Feel free to supply with the article as many pictures as you wish, but please notice that the more there are pictures, the less there is space for the text. A page which contains 800 words has room only for a small picture, so please remember to abridge the text appropriately, if you wish to have all your pictures included in the layout.
- Translation and editorial services available at the extra cost of EUR 210 (VAT 0%) per page.
- Please name the files so that the name of the advertiser is clearly indicated.

SEND THE MATERIAL TO:

PubliCo Oy
Stefan Bergdahl
Editorial Coordinator
Pälkäneentie 19 A
FI-00510 Helsinki
Finland

e-mail: materials@publico.com

p: +358-9-686 6250
p: +358-9-686 62528 (direct)
f: +358-9-685 1303