

# baltic outlook

## Advertising prices of airBaltic inflight magazine *Baltic Outlook*

|   |  |   |   |
|---|--|---|---|
| <p>COVERS<br/><b>210x300</b><br/>+ 5mm</p>                                      | <p>2nd COVER<br/><b>EUR 2150</b></p> <p>4th COVER<br/><b>EUR 2450</b></p>    | <p>SPREAD<br/><b>420x300</b><br/>+ 5mm</p> <p><b>EUR 2850</b></p>                                 | <p>PAGE<br/><b>210x300</b><br/>+ 5mm</p> <p><b>EUR 1570</b></p>                                     |
| <p>1/2 OF PAGE<br/>HORIZONTALLY<br/><b>179x125mm</b></p> <p><b>EUR 1000</b></p> | <p>1/2 OF PAGE<br/>VERTICALLY<br/><b>90x271mm</b></p> <p><b>EUR 1000</b></p> | <p>1/3 OF PAGE<br/>VERTICALLY<br/><b>60x271mm</b></p> <p><b>EUR 550*</b><br/><b>EUR 700**</b></p> | <p>1/3 OF PAGE<br/>HORIZONTALLY<br/><b>179x88mm</b></p> <p><b>EUR 550*</b><br/><b>EUR 700**</b></p> |

\* such advertisements are published in the advertising block at the end of the magazine;

\*\* price per advertisement in 10 exclusive spots at the beginning of the magazine.

All prices in EUR **without VAT**

### Special rules for the placement of full-page and half-page advertisements

25 % commission for advertisement placement:

- with fixed positioning;
- separately (not as part of advertisement block).

### Discount calculation

Advertiser has the right to choose volume or repetition discount. Discount is given based on the total amount of advertisements placed in the *Baltic Outlook*.

#### Volume discount

|                 |  |
|-----------------|--|
| In excess of    |  |
| EUR 3600 – 5%   |  |
| EUR 5700 – 10%  |  |
| EUR 7850 – 15%  |  |
| EUR 10000 – 20% |  |
| EUR 12100 – 25% |  |
| EUR 14250 – 30% |  |

#### Repete discount

|        |
|--------|
| 2x6%   |
| 4x9%   |
| 6x12%  |
| 8x15%  |
| 10x18% |
| 12x21% |
| 14x24% |
| 16x27% |
| 18x30% |

### Technical specifications

THE PRINT FILE OF THE ADVERTISEMENT TO BE PUBLISHED SHOULD BE SENT IN PDF FORMAT (VERSIONS 1.4 TO 1.6) USING *PRESS QUALITY* SETTINGS, OR, IN TIF OR EPS FORMATS. ALL FILE FORMATS MUST FOLLOW THESE SPECIFICATIONS:

- When converting images and objects to the CMYK colour system, you must use an ISOcoated\_v2\_300\_eci.icc profile;
  - Image resolution must be at least 300 dpi;
  - PDF and EPS files must not contain RGB or SPOT objects;
  - PDF files must include all fonts used, and in all EPS files, the text must be converted to lines;
  - If the ad layout contains a QR code, it must be in only one (black) colour;
  - PDF files do not have to contain the ICC colour profile;
  - Text and important objects must be at least 4 mm away from the outer edges of the cropped image;
  - The total colour-amount limit is 300%;
  - The submitted PDF, TIF or EPS file must be in its original size, and it must precisely adhere to the dimensions of the chosen ad space size – taking into account that a full-page (210 x 280 mm) ad requires a 5 mm margin allowance;
  - Make sure that the overprint option has been disabled for the colour white;
  - The volume of text in the advertisement should not exceed 25% of the total space and must not be laid out in written form (with titles, subtitles, prominent fields of text, etc.). *Frank's House* reserves the right to turn down layouts that resemble a written text.
  - The ad's preview file in JPG format and print file according to the specifications mentioned above should be sent to e-mail address: [inta@frankshouse.lv](mailto:inta@frankshouse.lv), or must be put onto the server: <ftp://www.frankshouse.lv> / **User:** frankspublic / **Password:** free4u / **Folder:** BalticOutlook\_Reklama
- For additional information or questions, please contact the magazine's layout editor, Inta Kraukle, at [inta@frankshouse.lv](mailto:inta@frankshouse.lv), or call 29113044.
- The advertiser is entirely responsible for the layout file and quality of the advertisement to be published.