

baltic outlook

Advertising prices of airBaltic inflight magazine *Baltic Outlook*

<p>COVERS</p> <p>210x300 + 5mm</p>	<p>2nd COVER EUR 2150</p> <p>4th COVER EUR 2450</p>	<p>SPREAD</p> <p>420x300 + 5mm</p> <p>EUR 2850</p>	<p>PAGE</p> <p>210x300 + 5mm</p> <p>EUR 1570</p>
<p>1/2 OF PAGE HORIZONTALLY</p> <p>179x125mm</p> <p>EUR 1000</p>	<p>1/2 OF PAGE VERTICALLY</p> <p>90x271mm</p> <p>EUR 1000</p>	<p>1/3 OF PAGE VERTICALLY</p> <p>60x271mm</p> <p>EUR 550* EUR 700**</p>	<p>1/3 OF PAGE HORIZONTALLY</p> <p>179x88mm</p> <p>EUR 550* EUR 700**</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, 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, or call 29113044.
- The advertiser is entirely responsible for the layout file and quality of the advertisement to be published.