

ADVERTISING  
RATE CARD  
2018

- 2 LILIT
- 3 ЛИЛИТ
- 4 LILIT LOOK
- 5 ЛИЛИТ LOOK
- 6 SIN
- 7 ПАТРОН
- 8 COPES LIETAS
- 9 GEO
- 10 LATVIJAS ARCHITEKTŪRA
- 11 LATVIJAS BŪVNICĪBA
- 12 NEZINĀMĀ VĒSTURE
- 13 NEZINĀMĀ KARA VĒSTURE
- 14 KĀ TAS STRĀDA
- 15 ЧЕТЫРЕ СЕЗОНА
- 16 TECHNICAL  
REQUIREMENTS



## Editorial part

						<p>Next to content &amp; next to editorial</p> <p>column: € 2280</p> <p>First 5 ad pages after content: € 1980</p> <p>In 1<sup>st</sup> half on the book: € 1780</p> <p>In 2<sup>nd</sup> half on the book: € 1580</p>
<b>1<sup>st</sup> spread</b>	<b>2<sup>nd</sup>-5<sup>th</sup> spread</b>	<b>spread</b>	<b>3<sup>rd</sup> cover</b>	<b>4<sup>th</sup> cover</b>	<b>single page</b>	
€ 3180	€ 2780	€ 2380	€ 2880	€ 2980	→	
458 x 297 mm			229 x 297 mm	229 x 297 mm	229 x 297 mm	

<b>1/2 spread</b>	<b>1/3 page</b>	<b>2/3 page</b>	<b>1/2 page</b>	<b>1/2 page</b>	<b>JUNIOR page</b>
€ 1780	€ 780	€ 1180	€ 780	€ 880	€ 890
458 x 148 mm	77 x 297 mm	141 x 297 mm	196 x 136 mm	229 x 148 mm	141 x 183 mm

## Advertisement section

<b>1/8 page</b>	<b>1/4 page</b>	<b>1/4 page</b>	<b>1/2 page</b>	<b>1/2 page</b>
€ 150	€ 290	€ 290	€ 580	€ 580
96 x 66 mm	96 x 136 mm	196 x 66 mm	196 x 136 mm	96 x 276 mm

## Discounts

Volume discounts:	2 x	10 %
	4 x	15 %
	6 x	20 %
	8 x	25 %
	10 x	30 %
	12 x	35 %
	18 x	40 %
Ad agencies: 15%	24 x	45 %

## Deadlines

	Advertisement booking deadline	On sale		Advertisement booking deadline	On sale
Lilit 05	26.04.2018.	09.05.2018.	Lilit 11	21.10.2018.	02.11.2018.
Lilit 06	24.05.2018.	06.06.2018.	Lilit 12	20.11.2018.	04.12.2018.
Lilit 07	21.06.2018.	04.07.2018.			
Lilit 08	20.07.2018.	02.08.2018.			
Lilit 09	21.08.2018.	04.09.2018.			
Lilit 10	20.09.2018.	03.10.2018.			

## Attention!

- Prices do not include 21% VAT.
- Advertisement design on agreement.
- Check the technical requirements before submission (design).
- Booking and submission deadlines can change.
- 1/2 page and Junior page can be placed only in the 2<sup>nd</sup> part of the book.



## Editorial part

						<p>Next to content &amp; next to editorial</p> <p>column: € 2280</p> <p>First 5 ad pages after content: € 1980</p> <p>In 1<sup>st</sup> half on the book: € 1880</p> <p>In 2<sup>nd</sup> half on the book: € 1680</p>
<b>1<sup>st</sup> spread</b>	<b>2<sup>nd</sup>-5<sup>th</sup> spread</b>	<b>spread</b>	<b>3<sup>rd</sup> cover</b>	<b>4<sup>th</sup> cover</b>	<b>single page</b>	
€ 3280	€ 2880	€ 2680	€ 2880	€ 3280	→	
458 x 297 mm			229 x 297 mm	229 x 297 mm	229 x 297 mm	

<b>1/2 spread</b>	<b>1/3 page</b>	<b>2/3 page</b>	<b>1/2 page</b>	<b>1/2 page</b>	<b>JUNIOR page</b>
€ 1880	€ 880	€ 1380	€ 880	€ 980	€ 990
458 x 148 mm	77 x 297 mm	141 x 297 mm	196 x 136 mm	229 x 148 mm	141 x 183 mm

## Advertisement section

<b>1/8 page</b>	<b>1/4 page</b>	<b>1/4 page</b>	<b>1/2 page</b>	<b>1/2 page</b>
€ 180	€ 340	€ 340	€ 680	€ 680
96 x 66 mm	96 x 136 mm	196 x 66 mm	196 x 136 mm	96 x 276 mm

## Atlaides

Volume discounts:	2 x	10 %
	4 x	15 %
	6 x	20 %
	8 x	25 %
	10 x	30 %
	12 x	35 %
	18 x	40 %
Ad agencies: 15%	24 x	45 %

## Deadlines

	Advertisement booking deadline	On sale		Advertisement booking deadline	On sale
Лилит 01	22.12.2017	09.01.2018.	Лилит 07	22.06.2018.	06.07.2018.
Лилит 02	26.01.2018.	07.02.2018.	Лилит 08	27.07.2018.	08.08.2018.
Лилит 03	22.02.2018.	07.03.2018.	Лилит 09	24.08.2018.	07.09.2018.
Лилит 04	26.03.2018.	09.04.2018.	Лилит 10	24.09.2018.	05.10.2018.
Лилит 05	27.04.2018.	09.05.2018.	Лилит 11	26.10.2018.	08.11.2018.
Лилит 06	25.05.2018.	07.06.2018.	Лилит 12	23.11.2018.	07.12.2018.

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- 1/2 page and Junior page can be placed only in the 2<sup>nd</sup> part of the book.



## Editorial part

						<p>Next to content &amp; next to editorial column:</p> <p>In 1<sup>st</sup> half on the book: € 1140</p> <p>In 2<sup>nd</sup> half on the book: € 940</p> <p>€ 840</p>
<b>1<sup>st</sup> spread</b>	<b>2<sup>nd</sup>-5<sup>th</sup> spread</b>	<b>spread</b>	<b>3<sup>rd</sup> cover</b>	<b>4<sup>th</sup> cover</b>	<b>single page</b>	
€ 1980	€ 1780	€ 1340	€ 1440	€ 1980	→	
458 x 297 mm			229 x 297 mm	229 x 297 mm	229 x 297 mm	

<b>1/2 spread</b>	<b>1/3 page</b>	<b>2/3 page</b>	<b>1/2 page</b>	<b>1/2 page</b>	<b>JUNIOR page</b>
€ 940	€ 440	€ 690	€ 440	€ 490	€ 495
458 x 148 mm	77 x 297 mm	141 x 297 mm	196 x 136 mm	229 x 148 mm	141 x 183 mm

## Advertisement section

<b>1/8 page</b>	<b>1/4 page</b>	<b>1/4 page</b>	<b>1/2 page</b>	<b>1/2 page</b>
€ 90	€ 170	€ 170	€ 340	€ 340
96 x 66 mm	96 x 136 mm	196 x 66 mm	196 x 136 mm	96 x 276 mm

## Discounts

Volume discounts:	2 x	10 %
	4 x	15 %
	6 x	20 %
	8 x	25 %
	10 x	30 %
	12 x	35 %
	18 x	40 %
Ad agencies: 15%	24 x	45 %

## Deadlines

	Advertisement booking deadline	On sale
LilitLook 01	23.03.2018.	05.04.2018.
LilitLook 02	20.09.2018.	03.10.2018.

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## Editorial part

						<p>Next to content &amp; next to editorial column:</p> <p>In 1<sup>st</sup> half on the book: € 1140</p> <p>In 2<sup>nd</sup> half on the book: € 940</p> <p>€ 840</p>
<b>1<sup>st</sup> spread</b>	<b>2<sup>nd</sup>-5<sup>th</sup> spread</b>	<b>spread</b>	<b>3<sup>rd</sup> cover</b>	<b>4<sup>th</sup> cover</b>	<b>single page</b>	
€ 1980	€ 1780	€ 1340	€ 1440	€ 1980	→	
458 x 297 mm			229 x 297 mm	229 x 297 mm	229 x 297 mm	

<b>1/2 spread</b>	<b>1/3 page</b>	<b>2/3 page</b>	<b>1/2 page</b>	<b>1/2 page</b>	<b>JUNIOR page</b>
€ 940	€ 440	€ 690	€ 440	€ 490	€ 495
458 x 148 mm	77 x 297 mm	141 x 297 mm	196 x 136 mm	229 x 148 mm	141 x 183 mm

## Advertisement section

<b>1/8 page</b>	<b>1/4 page</b>	<b>1/4 page</b>	<b>1/2 page</b>	<b>1/2 page</b>
€ 90	€ 170	€ 170	€ 340	€ 340
96 x 66 mm	96 x 136 mm	196 x 66 mm	196 x 136 mm	96 x 276 mm

## Discounts

Volume discounts:	2 x	10 %
	4 x	15 %
	6 x	20 %
	8 x	25 %
	10 x	30 %
	12 x	35 %
	18 x	40 %
Ad agencies: 15%	24 x	45 %

## Deadlines

	Advertisement booking deadline	On sale
ЛилитLook 01	22.02.2018.	07.03.2018.
ЛилитLook 02	24.09.2018.	05.10.2018.

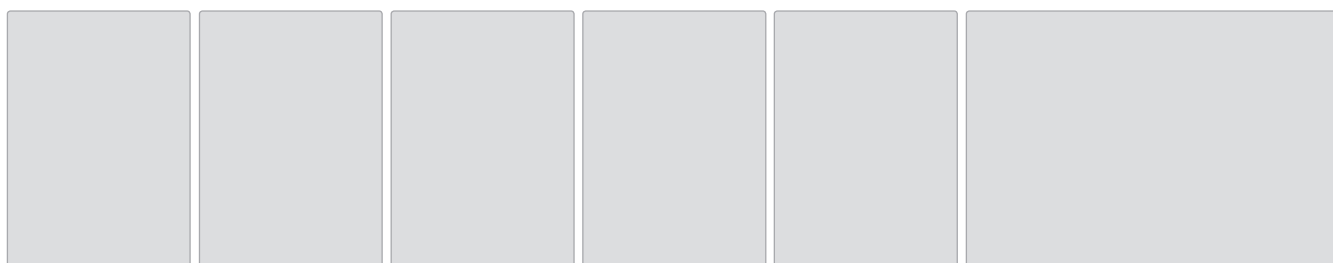
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## Editorial part

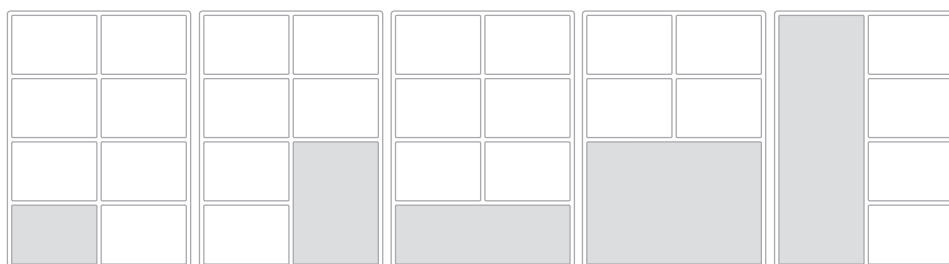


<b>2<sup>nd</sup> cover</b>	<b>3<sup>rd</sup> cover</b>	<b>4<sup>th</sup> cover</b>	<b>single page</b>	<b>single page next to content</b>	<b>spread</b>
€ 1380	€ 1380	€ 1480	€ 980	€ 1080	€ 1380
217 x 283 mm	217 x 283 mm	217 x 283 mm	217 x 283 mm		434 x 283 mm



<b>1/2 spread</b>	<b>1/3 page</b>	<b>2/3 page</b>	<b>1/2 page</b>	<b>1/2 page</b>	<b>JUNIOR page</b>
€ 980	€ 380	€ 580	€ 380	€ 420	€ 420
434 x 142 mm	73 x 283 mm	136 x 283 mm	185 x 131 mm	217 x 142 mm	136 x 177 mm

## Advertisement section



<b>1/8 page</b>	<b>1/4 page</b>	<b>1/4 page</b>	<b>1/2 page</b>	<b>1/2 page</b>
€ 90	€ 190	€ 190	€ 350	€ 350
90 x 63 mm	90 x 131 mm	185 x 63 mm	185 x 131 mm	90 x 267 mm

## Discounts

Volume discounts:	2 x	10 %
	4 x	15 %
	6 x	20 %
	8 x	25 %
	10 x	30 %
	12 x	35 %
	18 x	40 %
Ad agencies: 15%	24 x	45 %

## Deadlines

	Advertisement booking deadline	On sale
SIN 1 (februāris/marts)	02.02.2018.	14.02.2018.
SIN 2 (aprīlis/maijs)	03.04.2018.	16.04.2018.
SIN 3 (jūnijs/jūlijs)	04.06.2018.	14.06.2018.
SIN 4 (augusts/septembris)	03.08.2018.	15.08.2018.
SIN 5 (oktobris/novembris)	02.10.2018.	15.10.2018.
SIN 6 (decembris/janvāris)	03.12.2018.	14.12.2018.

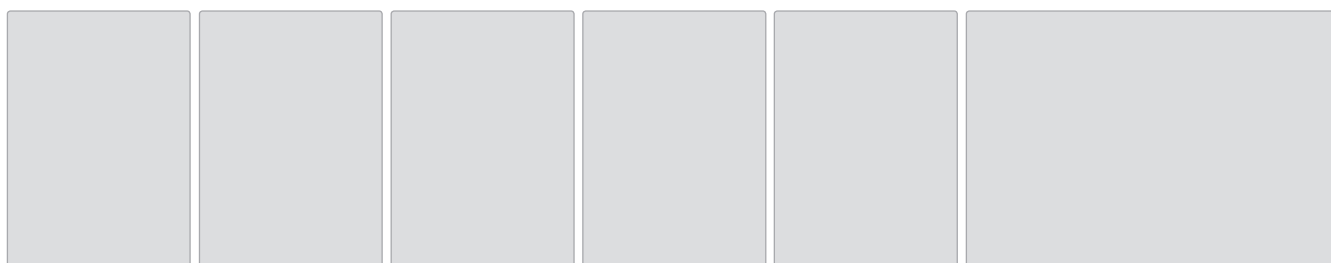
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**Editorial part**

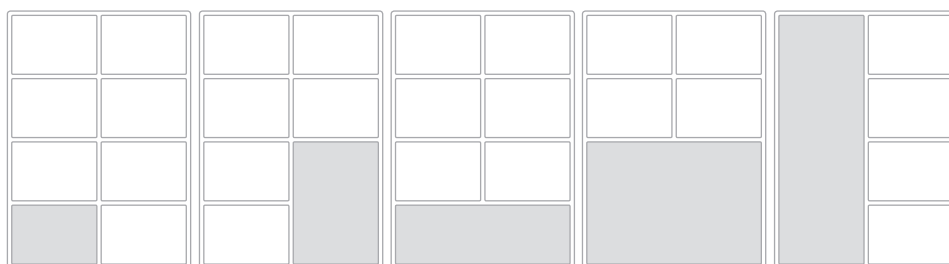


<b>2<sup>nd</sup> cover</b>	<b>3<sup>rd</sup> cover</b>	<b>4<sup>th</sup> cover</b>	<b>single page</b>	<b>single page next to content</b>	<b>spread</b>
€ 1380	€ 1380	€ 1480	€ 980	€ 1080	€ 1380
210 x 297 mm	210 x 297 mm	210 x 297 mm	210 x 297 mm	210 x 297 mm	420 x 297 mm



<b>1/2 spread</b>	<b>1/3 page</b>	<b>2/3 page</b>	<b>1/2 page</b>	<b>1/2 page</b>	<b>JUNIOR page</b>
€ 1280	€ 380	€ 580	€ 380	€ 420	€ 420
420 x 148 mm	72 x 297 mm	133 x 297 mm	180 x 136 mm	210 x 148 mm	130 x 183 mm

**Advertisement section**



<b>1/8 page</b>	<b>1/4 page</b>	<b>1/4 page</b>	<b>1/2 page</b>	<b>1/2 page</b>
€ 90	€ 190	€ 190	€ 350	€ 350
88 x 66 mm	88 x 136 mm	180 x 66 mm	180 x 136 mm	88 x 276 mm

**Discounts**

Volume discounts:	2 x	10 %
	4 x	15 %
	6 x	20 %
	8 x	25 %
	10 x	30 %
	12 x	35 %
	18 x	40 %
	24 x	45 %
	Ad agencies: 15%	

**Deadlines**

	Advertisement booking deadline	On sale
Патрон 01	22.01.2018.	02.02.2018.
Патрон 02	19.03.2018.	04.04.2018.
Патрон 03	21.05.2018.	01.06.2018.
Патрон 04	20.07.2018.	01.08.2018.
Патрон 05	21.09.2018.	03.10.2018.
Патрон 06	20.11.2018.	03.12.2018.

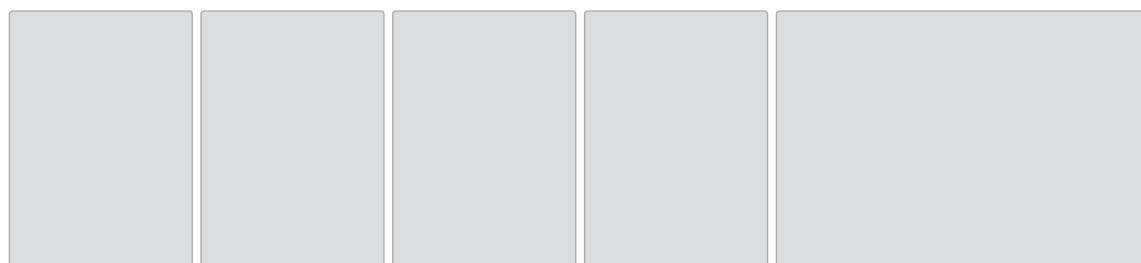
**Attention!**



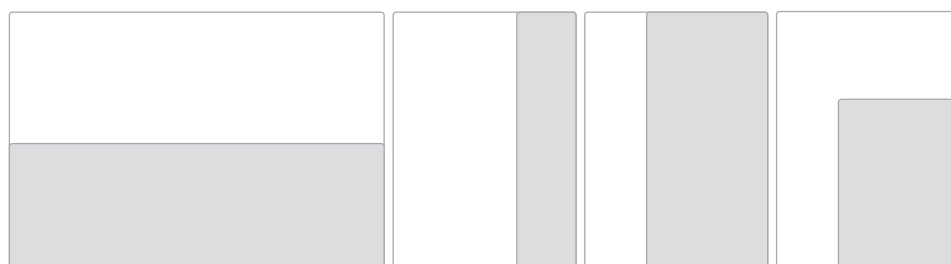
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## Editorial part

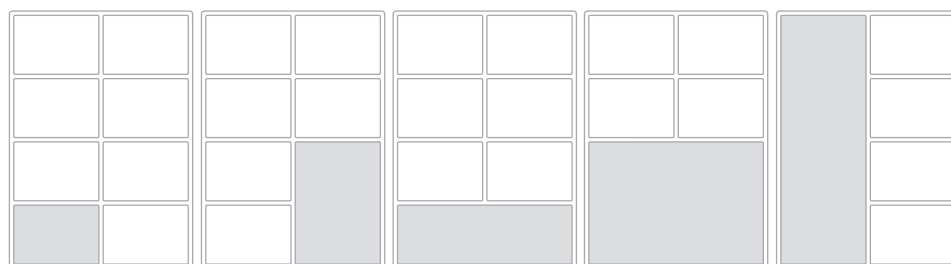


<b>2<sup>nd</sup> cover</b>	<b>3<sup>rd</sup> cover</b>	<b>4<sup>th</sup> cover</b>	<b>single page</b>	<b>spread</b>
€ 1880	€ 1880	€ 1980	€ 1380	€ 1880
210 x 297 mm	210 x 297 mm	210 x 297 mm	210 x 297 mm	420 x 297 mm



<b>1/2 spread</b>	<b>1/3 page</b>	<b>2/3 page</b>	<b>JUNIOR page</b>
€ 1380	€ 580	€ 780	€ 680
420 x 148 mm	75 x 297 mm	138 x 297 mm	137 x 191 mm

## Advertisement section



<b>1/8 page</b>	<b>1/4 page</b>	<b>1/4 page</b>	<b>1/2 page</b>	<b>1/2 page</b>
€ 180	€ 280	€ 280	€ 580	€ 580
91 x 66 mm	91 x 136 mm	185 x 66 mm	185 x 136 mm	91 x 276 mm

## Discounts

Volume discounts:	2 x	10 %
	4 x	15 %
	6 x	20 %
	8 x	25 %
	10 x	30 %
	12 x	35 %
	18 x	40 %
Ad agencies: 15%	24 x	45 %

## Deadlines

	Advertisement booking deadline	On sale		Advertisement booking deadline	On sale
Copes Lietas 01	22.12.2017	05.01.2018.	Copes Lietas 07	20.06.2018.	03.07.2018.
Copes Lietas 02	22.01.2018.	02.02.2018.	Copes Lietas 08	20.07.2018.	01.08.2018.
Copes Lietas 03	19.02.2018.	02.03.2018.	Copes Lietas 09	21.08.2018.	03.09.2018.
Copes Lietas 04	20.03.2018.	04.04.2018.	Copes Lietas 10	21.09.2018.	03.10.2018.
Copes Lietas 05	20.04.2018.	03.05.2018.	Copes Lietas 11	19.10.2018.	01.11.2018.
Copes Lietas 06	21.05.2018.	01.06.2018.	Copes Lietas 12	20.11.2018.	03.12.2018.

## Attention!

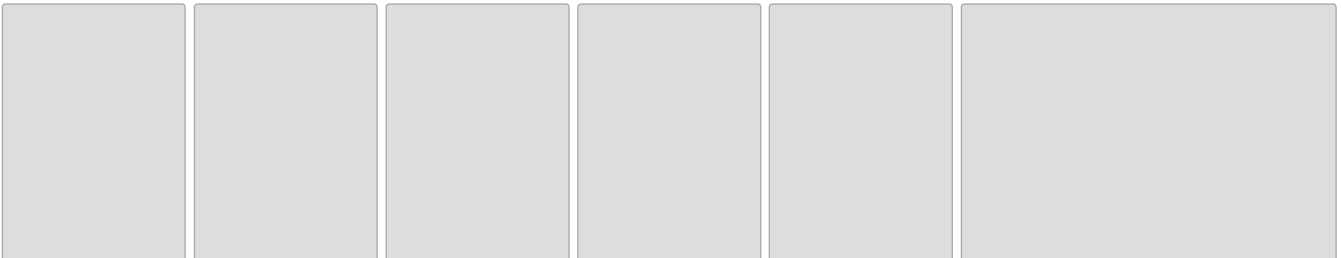


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## Editorial part

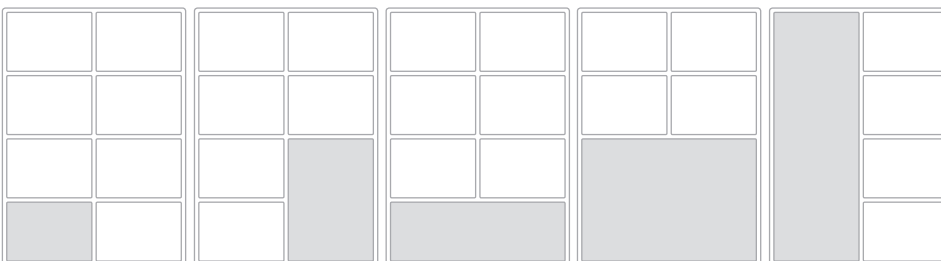


<b>2<sup>nd</sup> cover</b>	<b>3<sup>rd</sup> cover</b>	<b>4<sup>th</sup> cover</b>	<b>single page</b>	<b>single page next to content</b>	<b>spread</b>
€ 1380	€ 1380	€ 1480	€ 980	€ 1080	€ 1380
213x270 mm	213x270 mm	213x270 mm	213x270 mm	213x270 mm	426x270 mm



<b>1/2 spread</b>	<b>1/3 page</b>	<b>2/3 page</b>	<b>1/2 page</b>	<b>1/2 page</b>	<b>JUNIOR page</b>
€ 980	€ 380	€ 580	€ 380	€ 420	€ 520
426x135 mm	74x270 mm	148x270 mm	178x123 mm	213x135 mm	134 x 170 mm

## Advertisement section



<b>1/8 page</b>	<b>1/4 page</b>	<b>1/4 page</b>	<b>1/2 page</b>	<b>1/2 page</b>
€ 90	€ 190	€ 190	€ 350	€ 350
87x59,5 mm	87x123 mm	178x59,5 mm	178x123 mm	87x250 mm

## Discounts

Volume discounts:	2 x	10 %
	4 x	15 %
	6 x	20 %
	8 x	25 %
	10 x	30 %
	12 x	35 %
	18 x	40 %
Ad agencies: 15%	24 x	45 %

## Deadlines

	Advertisement booking deadline	On sale		Advertisement booking deadline	On sale
GEO 01	05.01.2018.	17.01.2018.	GEO 07	22.06.2018.	06.07.2018.
GEO 02	02.02.2018.	14.02.2018.	GEO 08	27.07.2018.	08.08.2018.
GEO 03	26.02.2018.	09.03.2018.	GEO 09	27.08.2018.	07.09.2018.
GEO 04	26.03.2018.	09.04.2018.	GEO 10	24.09.2018.	05.10.2018.
GEO 05	27.04.2018.	09.05.2018.	GEO 11	29.10.2018.	08.11.2018.
GEO 06	28.05.2018.	07.06.2018.	GEO 12	26.11.2018.	07.12.2018.

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# LATVIJAS ARCHITEKTŪRA

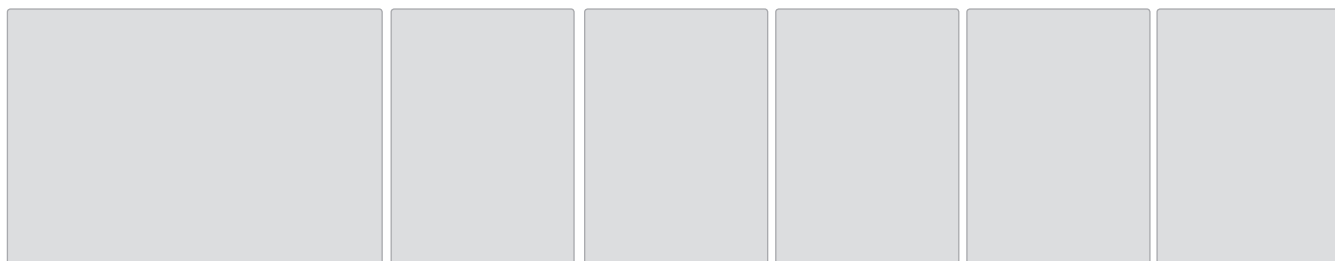
ADVERTISING RATE CARD 2018

www.lilita.lv

agentūra **lilita**



## Editorial part



### spread

€ 1987

458 x 297 mm

### 2<sup>nd</sup> cover

€ 1680

229 x 297 mm

### 3<sup>rd</sup> cover

€ 1540

229 x 297 mm

### 4<sup>th</sup> cover

€ 2390

229 x 297 mm

### single page

€ 1380

229 x 297 mm

### single page next to content

€ 1535

229 x 297 mm



### 1/2 spread

€ 1395

458 x 148 mm

### 1/3 page

€ 680

74 x 297 mm

### 2/3 page

€ 968

138 x 297 mm

### 1/2 page

€ 830

229x146 mm

### 1/2 page

€ 680

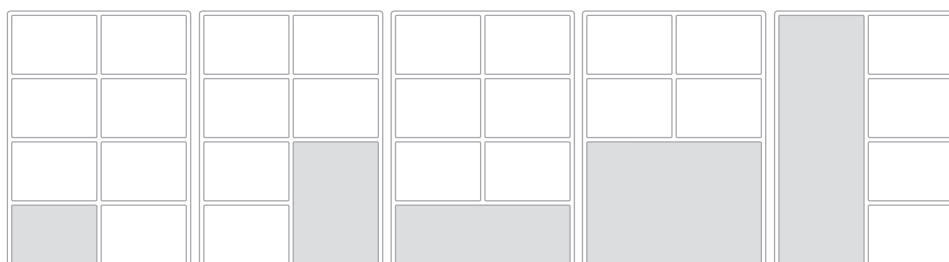
196 x 136 mm

### JUNIOR page

€ 830

138 x 176 mm

## Advertisement section



### 1/8 page

€ 190

96 x 66 mm

### 1/4 page

€ 350

96 x 136 mm

### 1/4 page

€ 350

196 x 66 mm

### 1/2 page

€ 650

196 x 136 mm

### 1/2 page

€ 630

96 x 276 mm

## Discounts

Volume discounts:	2 x	15 %
	4 x	25 %
	6 x	40 %

Ad agencies: 15%

## Deadlines

Izgatavojamo  
reklāmu materiālu  
iesniegšanas  
termiņš

Advertisement  
booking  
deadline

On sale

Latvijas Architektūra 01  
Latvijas Architektūra 02  
Latvijas Architektūra 03  
Latvijas Architektūra 04  
Latvijas Architektūra 05  
Latvijas Architektūra 06

15.02.2018.  
17.04.2018.  
15.06.2018.  
17.08.2018.  
17.10.2018.  
20.12.2018.

02.03.2018.  
02.05.2018.  
03.07.2018.  
03.09.2018.  
01.11.2018.  
04.01.2019.

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# LATVIJAS BŪVNICĪBA

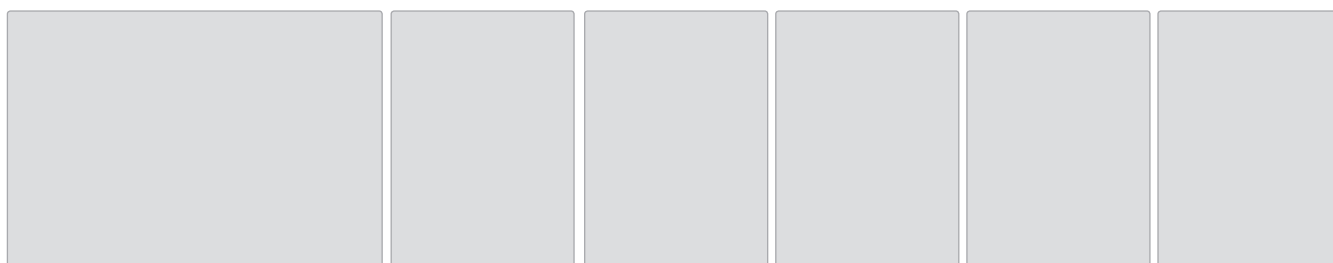
ADVERTISING RATE CARD 2018

www.liita.lv

agentūra **lilita**



## Editorial part



### spread

€ 1830

458 x 297 mm

### 2<sup>nd</sup> cover

€ 1490

229 x 297 mm

### 3<sup>rd</sup> cover

€ 1390

229 x 297 mm

### 4<sup>th</sup> cover

€ 1965

229 x 297 mm

### single page

€ 1280

229 x 297 mm

### single page next to content

€ 1390

229 x 297 mm



### 1/2 spread

€ 1180

458 x 148 mm

### 1/3 page

€ 680

74 x 297 mm

### 2/3 page

€ 960

138 x 297 mm

### 1/2 page

€ 780

229x146 mm

### 1/2 page

€ 630

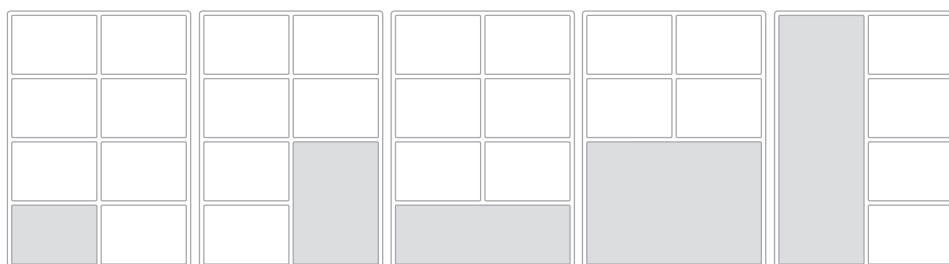
196 x 136 mm

### JUNIOR page

€ 720

138 x 176 mm

## Advertisement section



### 1/8 page

€ 160

96 x 66 mm

### 1/4 page

€ 300

96 x 136 mm

### 1/4 page

€ 300

196 x 66 mm

### 1/2 page

€ 560

196 x 136 mm

### 1/2 page

€ 560

96 x 276 mm

## Discounts

Volume discounts:	2 x	15 %
	4 x	25 %
	6 x	40 %

Ad agencies: 15%

## Deadlines

Advertisement booking deadline

On sale

Latvijas Būvniecība 01  
Latvijas Būvniecība 02  
Latvijas Būvniecība 03  
Latvijas Būvniecība 04  
Latvijas Būvniecība 05  
Latvijas Būvniecība 06

23.01.2018.  
16.03.2018.  
17.05.2018.  
18.07.2018.  
19.09.2018.  
16.11.2018.

07.02.2018.  
04.04.2018.  
01.06.2018.  
01.08.2018.  
03.10.2018.  
03.12.2018.

## Attention!



- Prices do not include 21% VAT.
- Advertisement design on agreement.
- Check the technical requirements before submission (design).
- Booking and submission deadlines can change.
- 1/2 page and Junior page can be placed only in the 2<sup>nd</sup> part of the book.

# NEZINĀMĀ VĒSTURE

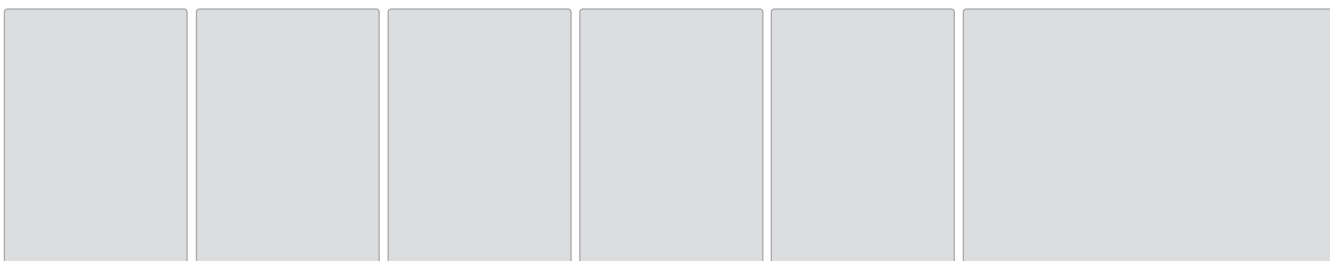
ADVERTISING RATE CARD 2018

www.lilita.lv

agentūra **lilita**



## Editorial part

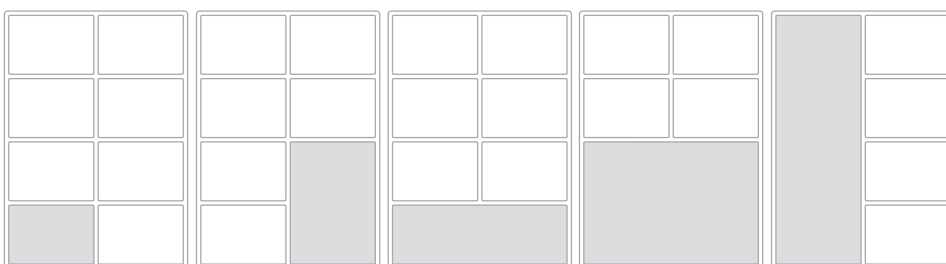


<b>2<sup>nd</sup> cover</b>	<b>3<sup>rd</sup> cover</b>	<b>4<sup>th</sup> cover</b>	<b>single page</b>	<b>single page next to content</b>	<b>spread</b>
€ 1380	€ 1380	€ 1480	€ 880	€ 1080	€ 1380
230 x 297 mm	230 x 297 mm	230 x 297 mm	230 x 297 mm	230 x 297 mm	460 x 297 mm



<b>1/2 spread</b>	<b>1/3 page</b>	<b>2/3 page</b>	<b>1/2 page</b>	<b>1/2 page</b>	<b>JUNIOR page</b>
€ 980	€ 380	€ 580	€ 380	€ 420	€ 420
460 x 145 mm	77 x 297 mm	141 x 297 mm	196 x 136 mm	230 x 145 mm	141 x 183 mm

## Advertisement section



<b>1/8 page</b>	<b>1/4 page</b>	<b>1/4 page</b>	<b>1/2 page</b>	<b>1/2 page</b>
€ 90	€ 190	€ 190	€ 350	€ 350
96 x 66 mm	96 x 136 mm	196 x 66 mm	196 x 136 mm	96 x 276 mm

## Discounts

Volume discounts:	2 x	10 %
	4 x	15 %
	6 x	20 %
	8 x	25 %
	10 x	30 %
	12 x	35 %
	18 x	40 %
Ad agencies: 15%	24 x	45 %

## Deadlines

Advertisement booking deadline      On sale

Nezināmā Vēsture 03/04	13.04.2018.	25.04.2018.
Nezināmā Vēsture 05/06	04.06.2018.	15.06.2018.
Nezināmā Vēsture 07/08	03.08.2018.	15.08.2018.
Nezināmā Vēsture 09/10	01.10.2018.	12.10.2018.
Nezināmā Vēsture 11/12	30.11.2018.	12.12.2018.

## Attention!



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# NEZINĀMĀ KARA VĒSTURE

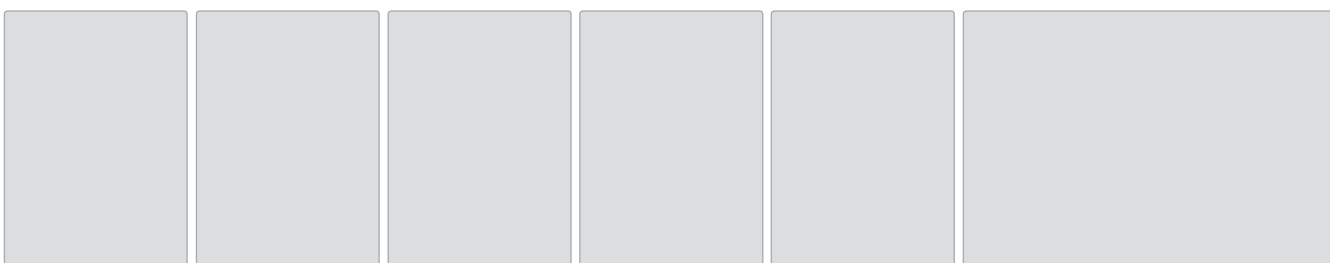
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## Editorial part

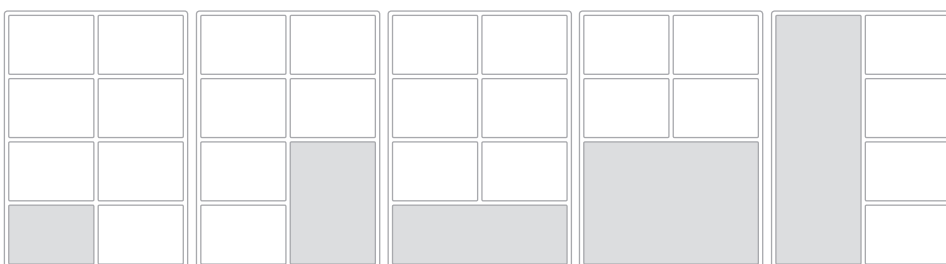


<b>2<sup>nd</sup> cover</b>	<b>3<sup>rd</sup> cover</b>	<b>4<sup>th</sup> cover</b>	<b>single page</b>	<b>single page next to content</b>	<b>spread</b>
€ 1380	€ 1380	€ 1480	€ 880	€ 1080	€ 1380
230 x 297 mm	230 x 297 mm	230 x 297 mm	230 x 297 mm	230 x 297 mm	460 x 297 mm



<b>1/2 spread</b>	<b>1/3 page</b>	<b>2/3 page</b>	<b>1/2 page</b>	<b>1/2 page</b>	<b>JUNIOR page</b>
€ 980	€ 380	€ 580	€ 380	€ 420	€ 420
460 x 145 mm	77 x 297 mm	141 x 297 mm	196 x 136 mm	230 x 145 mm	141 x 183 mm

## Advertisement section



<b>1/8 page</b>	<b>1/4 page</b>	<b>1/4 page</b>	<b>1/2 page</b>	<b>1/2 page</b>
€ 90	€ 190	€ 190	€ 350	€ 350
96 x 66 mm	96 x 136 mm	196 x 66 mm	196 x 136 mm	96 x 276 mm

## Discounts

Volume discounts:	2 x	10 %
	4 x	15 %
	6 x	20 %
	8 x	25 %
	10 x	30 %
	12 x	35 %
	18 x	40 %
Ad agencies: 15%	24 x	45 %

## Deadlines

	Advertisement booking deadline	On sale
Nezināmā Kara Vēsture 01	22.12.2017	09.01.2018.
Nezināmā Kara Vēsture 02	23.02.2018.	07.03.2018.
Nezināmā Kara Vēsture 03	27.04.2018.	09.05.2018.
Nezināmā Kara Vēsture 04	25.06.2018.	06.07.2018.
Nezināmā Kara Vēsture 05	27.08.2018.	07.09.2018.
Nezināmā Kara Vēsture 06	29.10.2018.	08.11.2018.

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# KĀ TAS STRĀDĀ

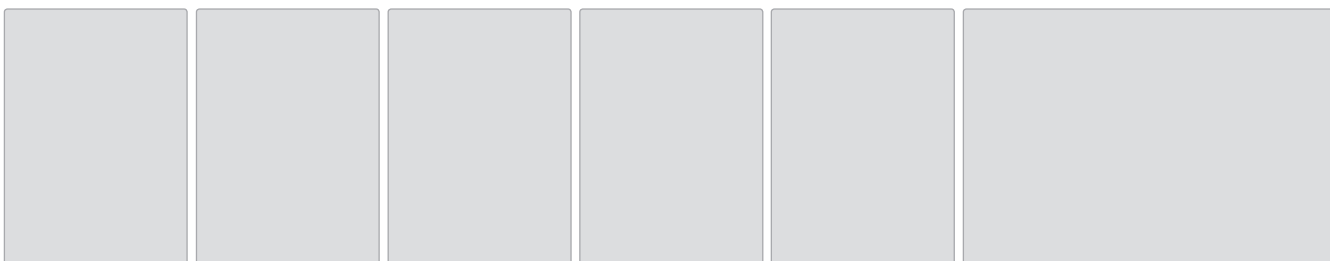
ADVERTISING RATE CARD 2018

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agentūra **lilita**



## Editorial part

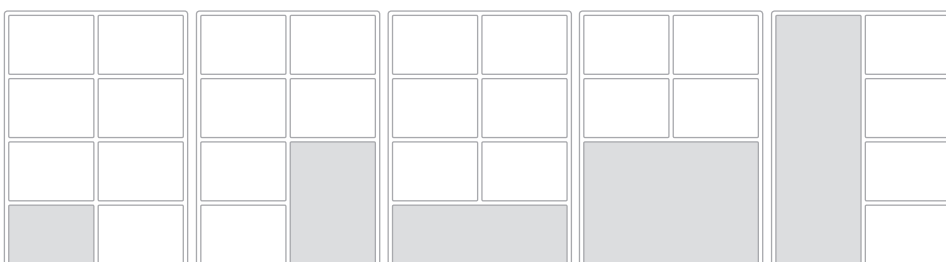


<b>2<sup>nd</sup> cover</b>	<b>3<sup>rd</sup> cover</b>	<b>4<sup>th</sup> cover</b>	<b>single page</b>	<b>single page next to content</b>	<b>spread</b>
€ 1380	€ 1380	€ 1480	€ 880	€ 1080	€ 1380
230 x 297 mm	230 x 297 mm	230 x 297 mm	230 x 297 mm	230 x 297 mm	460 x 297 mm



<b>1/2 spread</b>	<b>1/3 page</b>	<b>2/3 page</b>	<b>1/2 page</b>	<b>1/2 page</b>	<b>JUNIOR page</b>
€ 980	€ 380	€ 580	€ 380	€ 420	€ 420
460 x 145 mm	77 x 297 mm	141 x 297 mm	196 x 136 mm	230 x 145 mm	141 x 183 mm

## Advertisement section



<b>1/8 page</b>	<b>1/4 page</b>	<b>1/4 page</b>	<b>1/2 page</b>	<b>1/2 page</b>
€ 90	€ 190	€ 190	€ 350	€ 350
96 x 66 mm	96 x 136 mm	196 x 66 mm	196 x 136 mm	96 x 276 mm

## Discounts

Volume discounts:	2 x	10 %
	4 x	15 %
	6 x	20 %
	8 x	25 %
	10 x	30 %
	12 x	35 %
	18 x	40 %
Ad agencies: 15%	24 x	45 %

## Deadlines

	Advertisement booking deadline	On sale
Nezināmā Kara Vēsture 01	22.12.2017	09.01.2018.
Nezināmā Kara Vēsture 02	23.02.2018.	07.03.2018.
Nezināmā Kara Vēsture 03	27.04.2018.	09.05.2018.
Nezināmā Kara Vēsture 04	25.06.2018.	06.07.2018.
Nezināmā Kara Vēsture 05	27.08.2018.	07.09.2018.
Nezināmā Kara Vēsture 06	29.10.2018.	08.11.2018.

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# ЧЕТЫРЕ СЕЗОНА

ADVERTISING RATE CARD 2018

www.lilita.lv

agentūra **lilita**



## Editorial part

							Next to content & next to editorial column: € 1080  Single page : € 980
<b>1<sup>st</sup> spread</b>	<b>2<sup>nd</sup>-5<sup>th</sup> spread</b>	<b>spread</b>	<b>2<sup>nd</sup> cover</b>	<b>3<sup>rd</sup> cover</b>	<b>4<sup>th</sup> cover</b>	<b>single page</b>	
€ 1295	€ 1120	€ 1080	€ 1380	€ 1380	€ 1480	→	
440 x 300 mm			220 x 300 mm	220 x 300 mm	220 x 300 mm	220 x 300 mm	

<b>1/2 spread</b>	<b>1/2 page</b>	<b>1/2 page</b>	<b>1/3 page</b>	<b>1/3 page</b>	<b>1/4 page</b>
€ 980	€ 420	€ 580	€ 380	€ 336	€ 280
440 x 150 mm	220 x 150 mm	110 x 300 mm	75 x 300 mm	220 x 100 mm	110 x 150 mm

## Discounts

Volume discounts:	2 x	10 %	
	4 x	15 %	
	6 x	20 %	
	8 x	25 %	
	10 x	30 %	
	12 x	35 %	
	18 x	40 %	
	24 x	45 %	
	Ad agencies: 15%		

## Deadlines

	Advertisement booking deadline	On sale
Четыре Сезона 01	26.01.2018.	07.02.2018.
Четыре Сезона 02	26.03.2018.	09.04.2018.
Четыре Сезона 03	25.05.2018.	07.06.2018.
Четыре Сезона 04	27.07.2018.	08.08.2018.
Четыре Сезона 05	26.10.2018.	08.11.2018.

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## SUBMISSION OF READY ADS

**ftp://78.28.250.94**

user: **li\_reklama** password: **LI\_reklama**

Designs in jpg format send by e-mail to: reklama@lilita.lv

Designs on DVD or CD-ROM deliver to Agentūra Lilita, 21, Merķeļā str., LV 1050, Riga, Latvia.

### PLEASE ATTACH:

- a print-out (or send jpg by e-mail)
- title
- client
- name of the designer and his/her phone number

### SIZE OF ADVERTISEMENT

- Before designing the ad, please check the specific sizes of different ads in different magazines.
- When designing full page and spread ads leave 5mm bleed.

## SIZE OF ADVERTISEMENT

- **Лилит, Lilit** (in latvian), **Latvijas Arhitektūra, Latvijas Būvniecība**  
page size 229 x 297 mm  
(bleed size 239 x 307 mm);
- **Copes Lietas, Patron**  
page size 210 x 297 mm  
(bleed size 220 x 307 mm);
- **SIN** page size 217 x 283 mm  
(bleed size 227 x 293 mm);
- **GEO** page size 213 x 270 mm  
(bleed size 223 x 280 mm).
- **Nezināmā Vēsture, Nezināmā Kara Vēsture, Ceļojums Vēsturē**  
page size 230 x 297 mm  
(bleed size 240 x 307 mm).
- **Četras Sezonas**  
page size 220 x 300 mm  
(bleed size 230 x 310 mm).

## WHEN DESIGNING YOUR ADS ON MAC OS

### ● When designing your ads in Adobe Illustrator:

- a) all texts in *outline* format;
- b) pictures in TIFF format recommended;
- c) fail saved as EPS;
- d) attach all pictures.

### ● When designing your ads in Adobe Indesign:

- a) all texts in *outline* format or all fonts included;
- b) pictures in TIFF format recommended;
- c) file saved using *Package* function.

### ● ADS in PDF format:

- a) accepted only for full page and spread ads;
- b) all texts in *outline* format;
- c) when exporting to PDF, check that:  
Compatibility: Acrobat 4 (PDF 1.3)  
Compression: Zip  
Bleed: 5mm  
Transparency Flattener: High Resolution

### ● Pictures:

- a) in **CMYK**;
- b) 300 dpi;
- c) do not LZW compression for TIFF.

### ● Fonts: *Open Type* fonts are recommended.

### ● Fail compression: Only Stuffit (.SIT), ZIP (.ZIP).

## WHEN DESIGNING YOUR ADS ON A PC

- Pictures in TIFF format, CMYK, 300 dpi, not compressed;
- Text as outlines *outlines (text as curves)*;
- Save as Adobe Illustrator (AI) format;
- Attach all pictures.

### ● When designing your ads in CorelDraw:

- before submission, please, do the following:
1. Convert text as *outlines*.
  2. Save as Adobe Illustrator (AI) format.
  3. Before submission double check the exported file!!!