

KĀ TAS STRĀDĀ

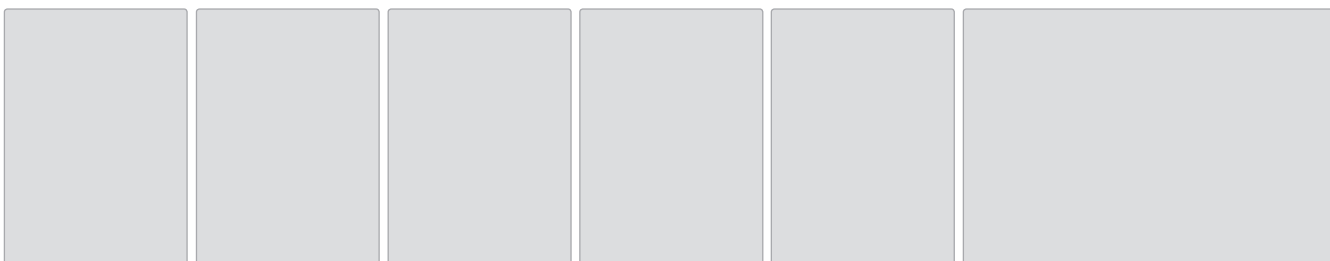
ADVERTISING RATE CARD 2018

www.lilita.lv

agentūra **lilita**



Editorial part

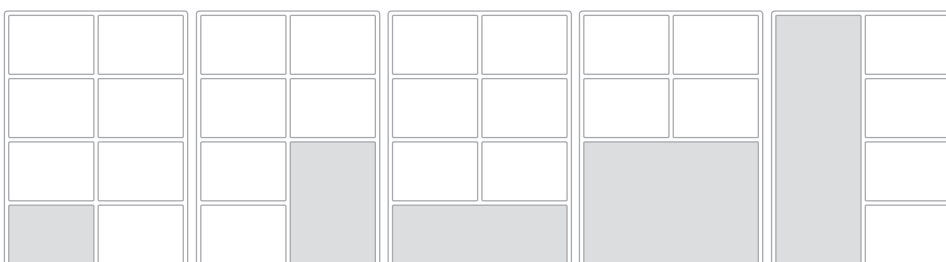


| | | | | | |
|-----------------------------|-----------------------------|-----------------------------|--------------------|------------------------------------|---------------|
| 2nd cover | 3rd cover | 4th cover | single page | single page next to content | spread |
| € 1380 | € 1380 | € 1480 | € 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 |



| | | | | | |
|-------------------|-----------------|-----------------|-----------------|-----------------|--------------------|
| 1/2 spread | 1/3 page | 2/3 page | 1/2 page | 1/2 page | JUNIOR page |
| € 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



| | | | | |
|-----------------|-----------------|-----------------|-----------------|-----------------|
| 1/8 page | 1/4 page | 1/4 page | 1/2 page | 1/2 page |
| € 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. |

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 2nd part of the book.