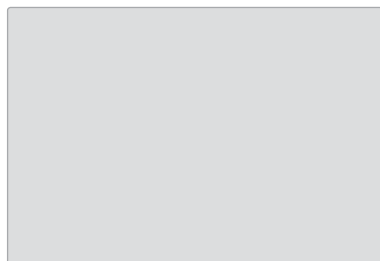
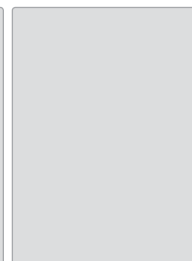
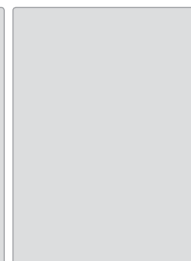
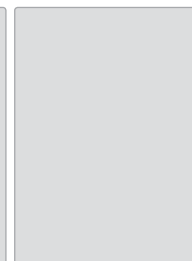
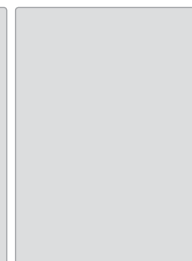


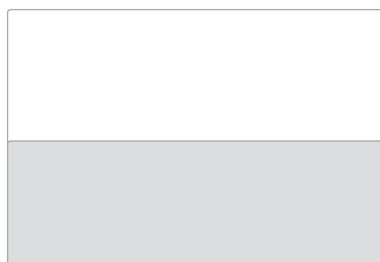

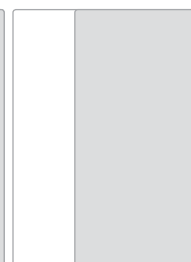

# LATVIJAS BŪVNICĪBA

ADVERTISING RATE CARD 2008



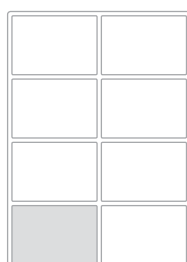




## Editorial part

|   |   |   |  |   |
|---|---|---|--|---|
|  |  |  |  |  |
| <b>spread</b>   | <b>2<sup>nd</sup> cover</b>   | <b>3<sup>rd</sup> cover</b>   | <b>single page</b>   | <b>single page</b>  |
| <b>Ls 1100</b>  | <b>Ls 950</b>   | <b>Ls 850</b>   | <b>Ls 1250</b>   | <b>Ls 690, next to content Ls 820</b>   |
| 458 x 297 mm  | 229 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>Ls 660</b>  | <b>Ls 450</b>  | <b>Ls 590</b>  | <b>Ls 390</b>   |
| 458 x 148 mm   | 74 x 297 mm  | 138 x 297 mm   | 196 x 136 mm  |

| Discounts         |           |
|-------------------|-----------|
| Volume discounts: | 2 x 5 %   |
|                   | 4 x 15 %  |
|                   | 6 x 20 %  |
|                   | 8 x 25 %  |
| Ad agencies: 8%   | 10 x 27 % |

## 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>  |
| <b>Ls 100</b>   | <b>Ls 200</b>   | <b>Ls 200</b>   | <b>Ls 340</b>   | <b>Ls 340</b>  |
| 96 x 66 mm  | 96 x 136 mm   | 196 x 66 mm   | 196 x 136 mm  | 96 x 276 mm  |

## Attention!



- Prices are in LVL and do not include 18% VAT.
- 1LVL = 1.42 EUR.
- Advertisement design on agreement.
- Check the technical requirements before submission (design).
- Booking and submission deadlines can change.
- 1/2 page can be placed only in the 2<sup>nd</sup> part of the book.

## Deadlines

|                       | Booking and materials due | Submission of ready ads | On sale    |
|-----------------------|---------------------------|-------------------------|------------|
| Latvijas Būvniecība 1 | 17.12.2007                | 20.12.2007              | 18.01.2008 |
| Latvijas Būvniecība 2 | 19.02.2008                | 22.02.2008              | 19.03.2008 |
| Latvijas Būvniecība 3 | 18.04.2008                | 24.04.2008              | 20.05.2008 |
| Latvijas Būvniecība 4 | 19.06.2008                | 20.06.2008              | 18.07.2008 |
| Latvijas Būvniecība 5 | 20.08.2008                | 25.08.2008              | 19.09.2008 |
| Latvijas Būvniecība 6 | 22.10.2008                | 27.10.2008              | 20.11.2008 |