

Sign+ Magazine



General Information

Title	Sign+ Magazine	
Subtitle	Independent trade journal for visual Communication	
Published by	Eisma Businessmedia bv Postbus 340, 8901 BC Leeuwarden The Netherlands	
Publisher	Mr Minne Hovenga	
Marketing & salesmanager	Mr Seb van der Kaaden	
Advert department	Sales	Sales Support
	Mr Sander Smidstra M + 31(0)6-49931873 E s.smidstra@eisma.nl	Ms Marian Obma T +31 (0)88-2944845 E m.obma@eisma.nl
Editor	Mr Wouter Mooij, managing editor T +31 (0)88-2944817 Ms Hetty Stevens, editor (sign) T +31 (0)88-2944820 Ms Marijke Kuypers, editor (screen printing) T +31 (0)88-2944819 E redactiesign@eisma.nl	
Circulation	4.100 Copies	
Volume	24	
Publication frequency	8 x a year	

Advertising Rates

Size	Number of full colour insertions (in 12 months)		
	1 x	4 x	8 x
1/1 page	2,114	2,009	1,908
1/2 page	1,142	1,084	1,030
1/4 page	596	569	539

Surcharge

cover 2	+ 15%
cover 3	+ 10%
cover 4	+ 20%
special position	+ 10%
classifieds	18,50
dtp costs	based on actual costs incurred for designing and making the advert

Combinations

50% discount on the lowest rate in combination with:

- P/f, Professionele Fotografie
- Stitch & Print International



Discount does not apply in combination with other discounts or offers.

Printing details

printing procedure	offset
cover	200 g/m2 allover glosslamine
inside	115 g/m2 hv halfmat mc

Inserts/ bound inserts

max. 1 A4	2,318
max. 1 A3 (folded to A4)	3,039
larger than 1 A3	on request
bound inserts, max. 1 A3	on request
bound inserts, larger than 1 A3	on request

for technical specifications, please contact on time

Directory Listings / register

- your company contact details + your logo in colour + your company activities or slogan in ± 10 words for 112,- per insertion;
- a small advert of w:57 x h:66 mm (text, logo, whatever you want) in full colour for 225,- per insertion;
- prices include free listing in the same directory in the digital supplier guide and hyperlinking in the ePaper at www.sign.nl and are based on a contract of 8 insertions.

Dimensions

Size	portrait (w x h in mm)	landscape (w x h in mm)
1/1 page	202 x 268	--
1/2 page	99 x 268	202 x 132
1/4 page	99 x 132	202 x 64
Directory listing	57 x 66	---
print area	202 x 268	
page size	230 x 300	bleed: 3 mm trim all around
colour mode	CMYK	
resolution	300 dpi	

Where to send your advert to

Up to 10 mb by e-mail to: sign@zeedesign.nl. Over 10 mb via one of the free servers www.dropsend.com, www.wetransfer.com, www.sendthisfile.com, www.yousendit.com to: sign@zeedesign.nl

Digital file types

PDF

- Certified PDF
- Images and fonts embedded

Quark Xpress

- Please add or include all (Macintosh) fonts, illustrations and images

Adobe Illustrator

- Outlines
- .ai, .Eps

Adobe Photoshop

- Flattened (not layered)
- .tiff, .eps, .jpg, .psd
- no multichannel or duotone images

Other file types (e.g. Word)

- Text in Word, images as separate files (not embedded)

Inserts

Amount	same as circulation (see page 1)
Delivery type	in boxes
Deadline	no less than 6 working days before the publication date
Delivery address	Scholma Druk Attn. Christa van Opzeland Industrieweg 4 9781 AC Bedum Ref: sender, tittle and number of issue

Publication list 2012

Number	reservation deadline	copy deadline	publication date	theme / focus
1	09-01-12	12-01-12	31-01-12	Preview vakbeurs Sign and preview Fespa Digital
2	20-02-12	23-02-12	13-03-12	Review vakbeurs Sign, ISE, Fespa + Expo 4.0
3	30-03-12	04-04-12	24-04-12	
4	11-05-12	16-05-12	05-06-12	
5	25-06-12	28-06-12	17-07-12	Preview Sign2Come
6	20-08-12	23-08-12	11-09-12	Nominations Sign+ Award
7	08-10-12	11-10-12	30-10-12	

Rates are in Euros, excluding 19% VAT and based on full colour advertisements. Contract period: 12 months, starting on the date of the first insertion. Eisma Businessmedia bv reserves the right to change the information provided. No right can be derived from this media kit. On all orders and deliveries our general conditions apply, as filed with the Chamber of Commerce Leeuwarden with number 2615.



- Gif
- Jpg
- with url

Colour mode: RGB

Resolution: 72 dpi

Deliver digital copy by e-mail:
banners@zeedesign.nl

1. Button

A button is highly suitable for enlarging company or brand awareness.

A button contains a hyperlink to a site of your choice.

Specifications

- 120 x 60 pixels, max. 20 kb

Rate

- € 160,- a month

2. Large Rectangle

A rectangle is a large advert size that is always on the right-hand side of the page, above the 'fold'. This type of advert is ideal for communicating different types of messages including video.

Specifications

- 336 x 280 pixels, max. 40 kb

Rate

- € 420,- a month

3. Leaderboard

A leaderboard is a big, almost page-wide advertisement and one of the most common online advert sizes. A leaderbord is displayed directly below the head.

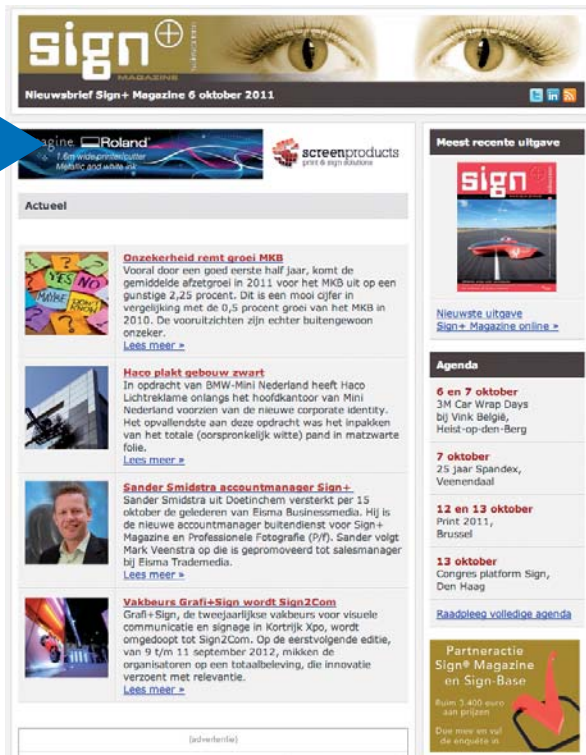
Specifications

- 728 x 90 pixels, max. 40 kb

Rate

- € 372,- a month

Digital newsletter Sign+ Magazine



Delivery Specifications

- Gif
- Jpg
- with url

Colourmode: RGB

Resolutions: 72 dpi

Deliver digital copy by e-mail:
banners@zeedesign.nl

Publication data digital newsletter

The digital newsletter appears twice a month

Full Banner

A full banner is a horizontal newsletter advert that runs across virtually the entire centre width of the newsletter.

Specifications

- 468 x 60 pixels, max. 40 kb

Rate

- € 420,- per edition

Advertorial

An advertorial is a text ad in terms of layout resembling the editorial page content. By clicking on the advertorial the visitor will hit the landing page.

Specifications

- 70 x 70 pixels or 100 x 50 pixels, max. 40 kb
- header, bodytext and pay-off
- max. 400 characters, including spaces
- logo
- URL to own homepage

Rate

- € 420,- per edition

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