

2009 Rates

Oil&Gas Journal - Russia published in Russia under PennWell license by Open Systems Publications –one of Russia's largest privately-owned publishing companies (incorporated in December 1992). Russian language magazine reach readers widely on the post Soviet territory and it serves executives, management and technical management (engineers) throughout the Russia and CIS. It would be distributed by subscription, controlled distribution and on special events.

Base circulation – 10,000 copies
Base content – 104 pages
Format – 215 x 280mm

Item	Dimensions (mm)	Price* (USD)	Price* (EUR)
Double pages spread (1+1)	(215 x 280) + (215 x 280)	11 210	8 740
1 page 4C	215 x 280	7 810	6 090
1/2 page 4C	106 x 242, 185 x 120	4 760	3 700
1/3 page 4C	106 x 145, 185 x 80, 62 x 242	3 280	2 560
1/4 page 4C	106 x 120, 185 x 60	2 600	2 030

Special positions:

Item	Dimensions (mm)	Price* (USD)	Price* (EUR)
Cover: 4-th page	215 x 280	11 210	8 740
Cover: 2-th page	215 x 280	10 080	7 850
Cover: 3-th page	215 x 280	9 510	7 410
Cover: gate folder	(215 x 280) + (215 x 280)	17 430**	13 590
1-st spread: 2-nd cover page+ 1-st block page	(215 x 280) + (215 x 280)	8 940	6970**
Opposite editor's note	215 x 280	9 620	7 500
Opposite content page	215 x 280	8 940	6 970
Opposite editor's note	215 x 280	8 940	6 970

*Prices do not include VAT. VAT on print advertisement is 18%;

**Price of advertisement on gate folder of the 1st cover page includes production costs.

Discounts for multiple placements:

Number of publications	2-3	4-6	7-9	10-12
Discount, %	5	10	15	20

EXTRA CHARGE:

ASSURED POSITION 30%

TECHNICAL REQUIREMENTS AND CONDITIONS FOR LAYOUT SUBMISSION

When creating layout for spread advertisement, it is necessary to add 5 mm to each cut edge for cutting. All significant elements of advertisement layout should be located at least 5 mm away from the cutting line. When creating layouts for 2nd and 3rd cover pages, the distance from text blocks to the cutting line should be at least 8-10 mm.

Original layouts may be submitted in electronic form on the following media: 3.5" 1.44 MB floppies (2 copies); CD ROM; Iomega Zip; Iomega Jaz; MO 640/230 MB (Mac formatted). The following file formats are accepted: TIFF; Photoshop EPS; Illustrator EPS. If Illustrator EPS is used, all fonts should be converted to vector form. CorelDRAW and QuarkXPress files are not accepted. Requirements for file preparation: file name should contain dimensions in mm and company name (e.g. UgandaAir_202x257.tif); layout format (dimensions) should be consistent with the format for advertisements in the journal; all colors used in vector and raster images should use CMYK or grayscale color schemes; raster image resolution: CMYK and grayscale – 250-300 dpi, bitmap – 600 dpi; do not leave alpha channel when writing file; files with clipping path should have only one path; vector images should be provided in EPS format (Adobe Illustrator 5.0/5.5 or 8.0); add color or B&W print copy or color proof to the original layout in electronic form, specify issue of the journal in which it will be published.

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