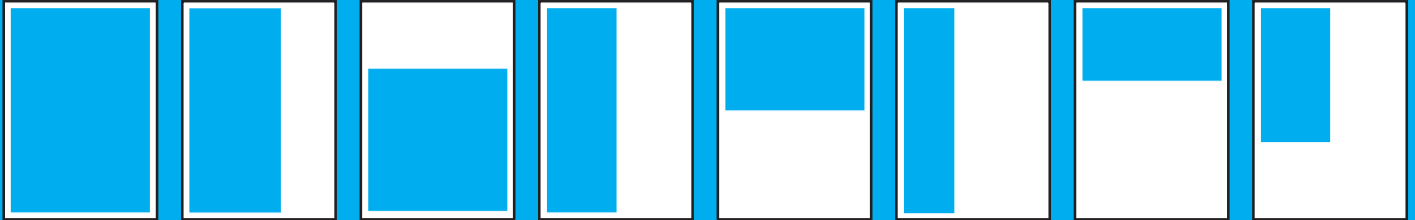


## STANDARD SIZE



1/1  
#01

2/3  
#02

2/3  
#03

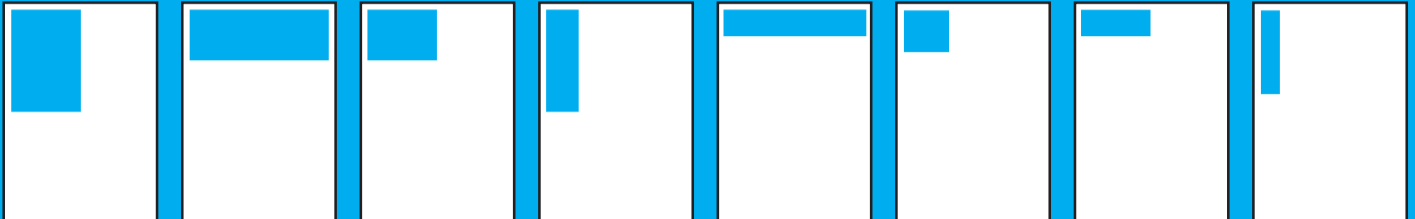
1/2  
#04

1/2  
#05

1/3  
#06

1/3  
#07

1/3  
#08



1/4  
#09

1/4  
#10

1/8  
#11

1/8  
#12

1/8  
#13

1/16  
#14

1/16  
#15

1/16  
#16

Frequency: monthly - Copy Size: 297 x 210 mm - Type Area: 280 x 200 mm - Printing Process: Rotary Offset, Process Colour CMYK - Printing Materials: Exclusively digital data with colour binding digital proofs - Data Formats: Windows Tiff, Photoshop, EPS (picture data in binary format and uncompressed, resolution 300 dpi) Compression: ZIP or open - Data Carrier: CD-Rom, DVD, e-mail - Deadline: 15. of every month

## REGIONAL

### Pull Out in BLAUE SEITEN

8 pages	\$ 3900.00	Including the following:
12 pages	\$ 4900.00	Concept and editorial text editing
16 pages	\$ 6500.00	Image selection from your stock
18 pages	\$ 9900.00	Graphics and pre-press

(Closing Date, delivery of text and photo material:  
3 weeks ahead of deadline)  
Only one booklet per issue is possible!!! Text in German only!!!

SIZE	REGULAR RATE Single AD	DISCOUNT RATE 12 ADS PER YEAR
1/1 PAGE	\$ 2880.00	\$ 2016.00
2/3 PAGE	\$ 1920.00	\$ 1344.00
1/2 PAGE	\$ 1440.00	\$ 1008.00
1/3 PAGE	\$ 960.00	\$ 672.00
1/4 PAGE	\$ 720.00	\$ 504.00
1/8 PAGE	\$ 360.00	\$ 252.00
1/16 PAGE	\$ 180.00	\$ 126.00

ALL PRICES PER ISSUE + TAX

FRONT PAGE + 100%  
LAST PAGE + 50%  
TV & RADIO GUIDE + 50%

FULL COLOUR (4-COLOUR PROCESS) incl.  
GRAPHIC DESIGN: \$ 30.00 / hour (12 ADS PER YEAR = incl.)  
DIGITAL FILES: \$ 50.00 / MBite (12 ADS PER YEAR = incl.)

## BASIC

### Pull Out in BLAUE SEITEN

8 pages	\$ 12900.00	Including the following:
12 pages	\$ 19000.00	Concept and editorial text editing
16 pages	\$ 24500.00	Image selection from your stock
18 pages	\$ 32000.00	Graphics and pre-press

(Closing Date, delivery of text and photo material:  
3 weeks ahead of deadline)  
Only one booklet per issue is possible!!! Text in German only!!!

SIZE	REGULAR RATE Single AD	DISCOUNT RATE 12 ADS PER YEAR
1/1 PAGE	\$ 9000.00	\$ 8000.00
2/3 PAGE	\$ 6000.00	\$ 5330.00
1/2 PAGE	\$ 4500.00	\$ 4000.00
1/3 PAGE	\$ 3000.00	\$ 2665.00
1/4 PAGE	\$ 2250.00	\$ 2000.00
1/8 PAGE	\$ 1125.00	\$ 1000.00
1/16 PAGE	\$ 565.00	\$ 500.00

ALL PRICES PER ISSUE + TAX

FRONT PAGE + 100%  
LAST PAGE + 50%  
TV & RADIO GUIDE + 50%

FULL COLOUR (4-COLOUR PROCESS) incl.  
GRAPHIC DESIGN: \$ 30.00 / hour (12 ADS PER YEAR = incl.)  
DIGITAL FILES: \$ 50.00 / MBite (12 ADS PER YEAR = incl.)

# MEDIA DATA

Price List BLAUE SEITEN *Magazin*



# Specials

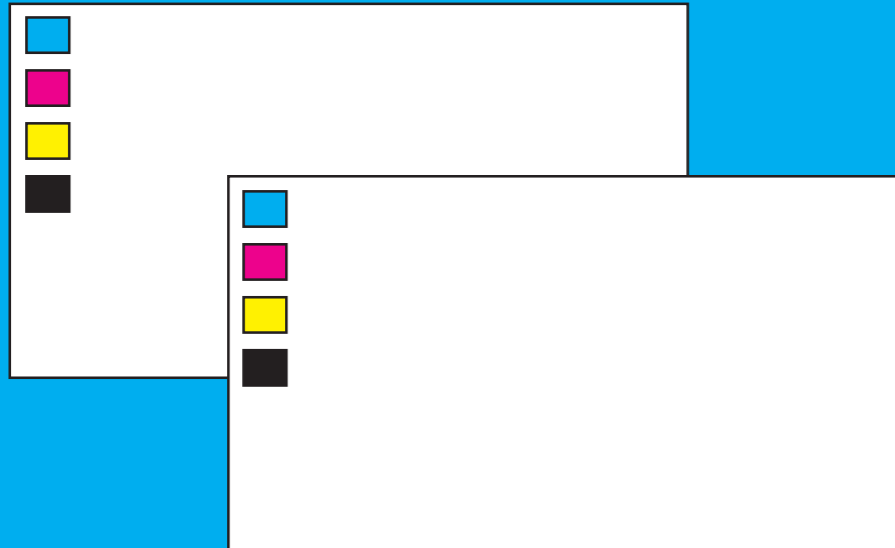
## Advertising and more

**BLAUE SEITEN - B&Z-VERLAG LEDDIN**

P.O.Box 816 - Kitchener (Ontario) N2G 4C5 Canada  
Tel.: (001) 519-576-6225 - e-mail: [bzv@germanyweb.com](mailto:bzv@germanyweb.com)

## Business Cards

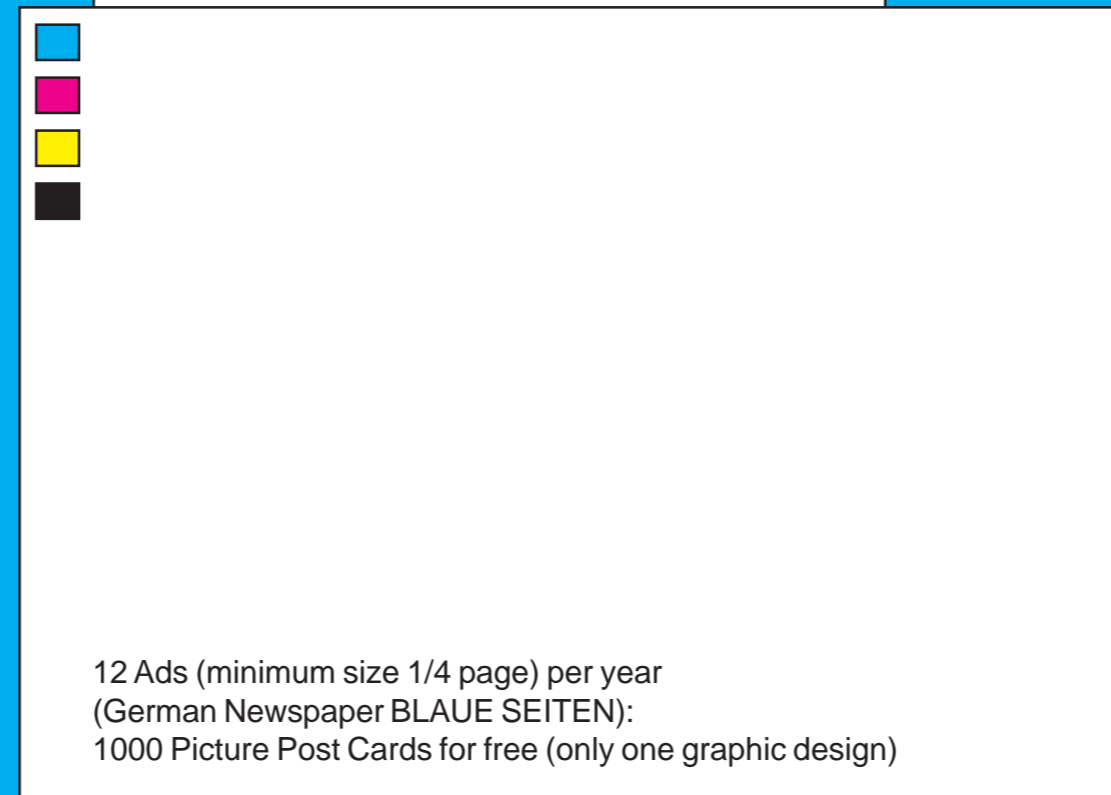
3,5 X 2,0 INCHES, full colour (front and back side)



12 Ads (minimum size 1/8 page) per year  
(German Newspaper BLAUE SEITEN):  
1000 Business Cards for free (only one graphic design)

## Picture Post Cards (Advertising Cards)

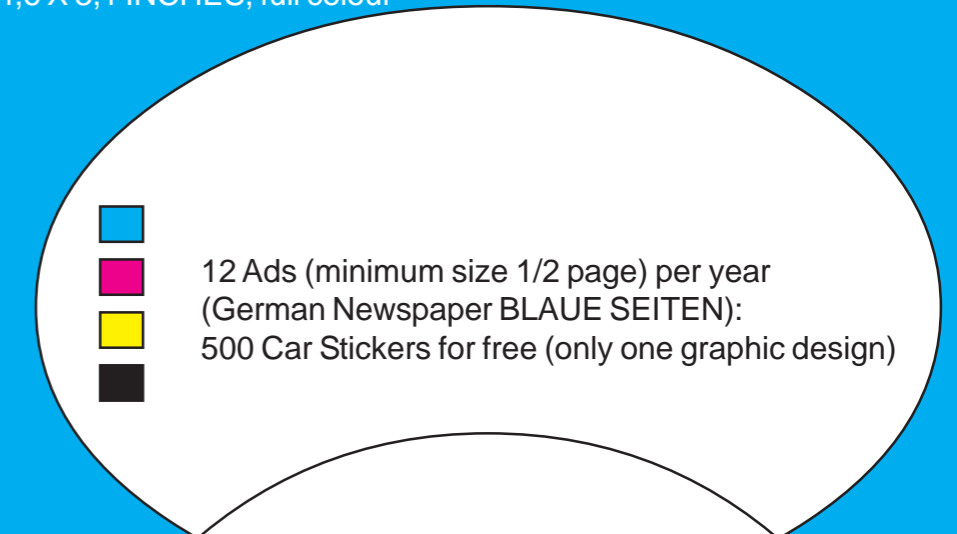
4,1 X 5,8 INCHES, full colour (front and back side)



12 Ads (minimum size 1/4 page) per year  
(German Newspaper BLAUE SEITEN):  
1000 Picture Post Cards for free (only one graphic design)

## Car Sticker

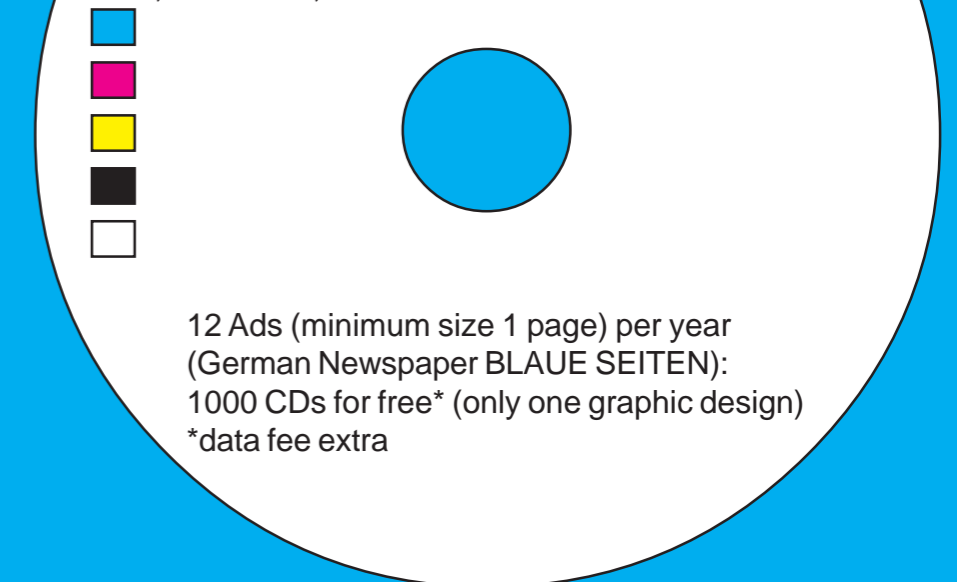
4,6 X 3,1 INCHES, full colour



12 Ads (minimum size 1/2 page) per year  
(German Newspaper BLAUE SEITEN):  
500 Car Stickers for free (only one graphic design)

## Design-CD for Advertising

4,1 INCHES, full colour + white



12 Ads (minimum size 1 page) per year  
(German Newspaper BLAUE SEITEN):  
1000 CDs for free\* (only one graphic design)  
\*data fee extra