

# Advertise in Touchpoint

## TOUCHPOINT MOCKUP

Format: 200 x 265 mm



## AD SPECIFICATIONS

### 1/3 PAGE AD

Live Area: 200 x 85 mm | 65 x 265 mm

File format: 210 x 95 mm | 75 x 275 mm (5 mm bleed on all edges)

Price: **340€** | Price SDN Members (20% off): **272€**



### 1/2 PAGE AD

Live Area: 200 x 125 mm | 95 x 265 mm

File format: 210 x 135 mm | 105 x 275 mm (5 mm bleed on all edges)

Price: **490€** | Price SDN Members (20% off): **392€**



### 1 PAGE AD

Live Area: 200 x 265 mm

File format: 210 x 275 mm (5 mm bleed on all edges)

Price: **990€** | Price SDN Members (20% off): **792€**



### 2 PAGE AD

Live Area: 400 x 265 mm

File format: 410 x 275 mm (5 mm bleed on all edges)

Price: **1950€** | Price SDN Members (20% off): **1560€**

### Print method

Web offset 4-colour process (CMYK)

### Binding method

Glued Binding

### File Format

Printable PDF file formats (PDF/X-3) are preferred.

### Image Data

Colour images: CMYK-TIF or -EPS, uncompressed, resolution 300 dpi.

Lines: Bitmap-TIF, resolution 1200 dpi.

B/w images: grey-tone-TIF or -EPS, uncompressed, resolution 300 dpi

# Advertise in Touchpoint

## TOUCHPOINT MOCKUP

Format: 200 x 265 mm



### 1 PAGE ADVERTORIAL

350 - 400 words + image

Price: **1240€** | Price SDN Members (20% off): **990€**



### 2 PAGE ADVERTORIAL

700 - 800 words + images

Price: **2450€** | Price SDN Members (20% off): **1960€**



### 4 PAGE ADVERTORIAL

1100 - 1400 words + images

Price: **4850€** | Price SDN Members (20% off): **3880€**



### 6 PAGE ADVERTORIAL

1900 - 2200 words + images

Price: **7250€** | Price SDN Members (20% off): **5800€**

#### File Format

Word/Pages file + images

#### Image Data

Colour images: CMYK-TIF or -EPS, uncompressed, resolution 300 dpi.

Lines: Bitmap-TIF, resolution 1200 dpi.

B/w images: grey-tone-TIF or -EPS, uncompressed, resolution 300 dpi