

## ADVERTISING RATES IN THE BALTIC TIMES WEEKLY

ALL MEASUREMENTS ARE WIDTH X HEIGHT

### News, Business, Finance, Outlook – 5 column grid

**Front page:** Full-color print

Bottom boxes      48 x 50 mm – € 60  
 100 x 50 mm – € 125  
 152 x 50 mm – € 190  
 204 x 50 mm – € 255

**Back page:** Full-color print - € 1.75 per cm<sup>2</sup>

**Other pages:** Mono - € 0,90 per cm<sup>2</sup>  
 Full-color - € 1,35 per cm<sup>2</sup>

**Special position:** Front Business page. Mono.  
 Top box 100 x 30 mm – € 60

### DISCOUNTS

Volume discounts: for more than 100 cm<sup>2</sup> – 5 %  
 for more than 300 cm<sup>2</sup> – 10 %  
 for more than 500 cm<sup>2</sup> – 15 %

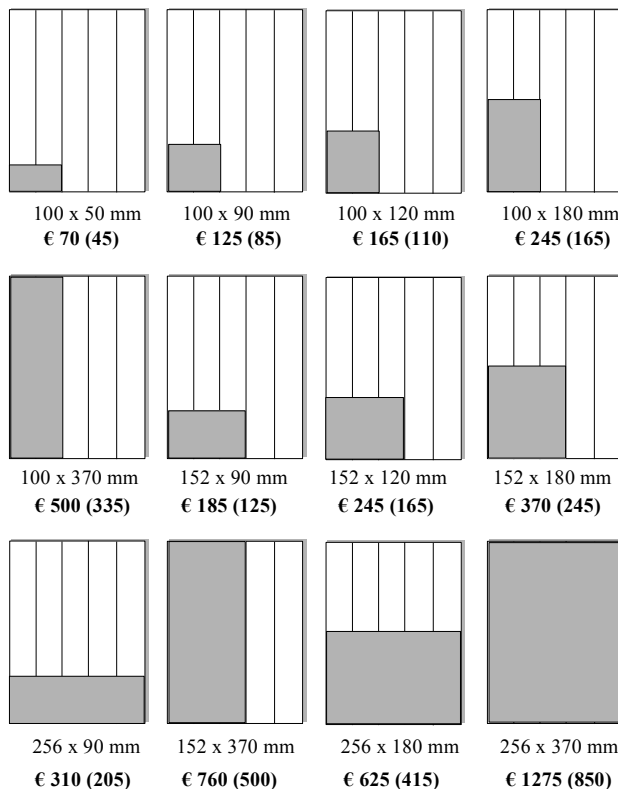
Discount for multiple insertions: more than 1 – 5 %  
 more than 3 – 10 %  
 more than 11 – 15 %  
 more than 23 – 20 %  
 more than 39 – 25 %

► **Discounts are summed up**

### 6 column grid sections: Out & About, Classifieds

Rates and ads samples are available in a separate rate card

### COLOR RATES (MONO). VAT 21% is not included



### DEADLINES

News, Business, Finance, Outlook, Out & About, display ads in Real Estate & Classifieds - one week in advance

Linage ads in Real Estate & Classified – Tuesday, 14:00 local time

### MECHANICAL DATA All measurements are WIDTH X HEIGHT

|                                       |                                  |                        |
|---------------------------------------|----------------------------------|------------------------|
| Format: 20A3                          | <b>5 column grid</b>             | <b>6 column grid</b>   |
| Trimmed size: 280 x 420 mm            | News, Business, Finance, Outlook | Out&About, Classifieds |
| Print area: 256 x 380 mm              | 1 column – 48 mm                 | 1 column – 40 mm       |
| Full-page ad space: 256 x 370 mm      | 2 columns – 100 mm               | 2 columns – 83 mm      |
| Mono/Full-color combined              | 3 columns – 152 mm               | 3 columns – 126 mm     |
| Printing: Offset                      | 4 columns – 204 mm               | 4 columns – 169 mm     |
| Paper: Newsprint (whiteness 62 – 64%) | 5 columns – 256 mm               | 5 columns – 212 mm     |
| Print Screen: 85 lpi. Dot gain 30     |                                  | 6 columns – 255 mm     |

Color print: Color print is regularly available on the Front and Back pages (specified rates above) and in Out & About section (separate rate card). Full-color advertising on other pages – 20% premium. Ad space reservation on a particular page in News/Business sections – 10% premium.

Artwork delivery is available by e-mail, on FTP, on USB, CD,. Formats accepted: EPS, PDF, TIFF (200 dpi Grayscale, 400 dpi CMYK, don't use LZW compression), JPEG (maximum quality). Archives available – ZIP, RAR.

Sending your artworks by e-mail, please use the following accounts: [adv@baltictimes.com](mailto:adv@baltictimes.com) ; [jobs@baltictimes.com](mailto:jobs@baltictimes.com)