

## MARKEDSFØRING MAGAZINE

### TECHNICAL SPECIFICATIONS AND ADVERTISING CONDITIONS, 2009

#### ▶ AD MATERIALS MUST BE DELIVERED AS:

File format: Acrobat Distiller PDF (Min. version 1.3).  
Resolution: 250 dpi (high-resolution) archive for press.  
Colours: CMYK (Europe).  
Type: Included in PDF.  
Medium: CD in Macintosh or ISO format.  
Cropping: None.

#### ▶ FORMAT DEMARCATION

Ads that are not demarcated by a frame must be supplied with formatting dots.

#### ▶ REPRO

The overall dot percentage in the four colours must not exceed 220% in separation.

There may not be more than 50% black in tertiary colour mixes, if there is over 140% dots in the two colours. Allowance must be made for a dot expansion of 25%.

Files may not contain pictures in JPEG, DCA or RGB formats.

Picture size must be in an acceptable proportion to the picture boxes.

Other forms of electronic delivery may only take place after agreement, and will be billed accordingly.

#### ▶ COLUMN WIDTHS

Column widths:

1 column:	39 mm
2 columns:	83 mm
3 columns:	127 mm
4 columns:	171 mm
5 columns:	215 mm
6 columns:	259 mm
12 columns:	530 mm

1/1 page: 259 mm wide x 370 mm high

Column heights over 300 mm are considered full height.

#### ▶ AD CONDITIONS

The magazines reserve the right to:

- Refuse or decline to print an ad even though it may have been previously accepted or printed;
- Displace the insertion of ordered ads;
- Furnish ads that in the opinion of the publisher could be mistaken for editorial content with the word "advertisement"

#### ▶ CANCELLATION/ALTERATION

Cancellations and date changes must be notified at least 14 days before the publication date.

#### ▶ TERMS OF PAYMENT

All ads are billed at the applicable price on the day of publication.

Payment: Net cash 30 days. All prices exclude VAT. Prices are applicable until a new price list appears.

#### ▶ VOUCHER COPIES

One voucher copy will be sent for each ad. Additional copies will be billed.

#### ▶ CORRECTIONS

The magazine assumes no responsibility for telephoned corrections.

#### ▶ CLAIMS

Colour ads: In printing colour ads, the magazine assumes no responsibility for any minor deviations from the colours of the original material.

The magazine reserves the right to deny claims concerning ads whose materials were indicated in advance to be not best suited for production or whose delivery deadlines were not met.

No reduction in ad prices will be accorded in cases where the magazine bears no responsibility for the occurrence of the error. The magazine assumes no technical responsibility for errors in ads if the materials were not timely delivered.

For errors that are not the fault of the advertiser/agency, reductions will be given according to the magazines estimation of the ad's loss of value. No reduction may exceed the cost of printing the ad.

Any claims must be forwarded within 14 days of the ad's insertion.

#### ▶ CONTACT FOR TECHNICAL QUESTIONS AND DELIVERY OF MATERIALS:

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Readership according to Medie Index Danmark/Gallup Marketing:  
third quarter 2008: 39,000