

practicus

The Journal of the Society of General Practice CMA JEP



Technical parameters for advertisement			Price (Eur)
A4	210 x 297 mm + 4 mm		2,000.-
2/3	in highth 120 x 260 mm,	in width 190 x 190 mm	1,650.-
1/2	in highth 95 x 260 mm,	in width 190 x 130 mm	1,400.-
1/3	in highth 60 x 260 mm,	in width 190 x 90 mm	1,200.-
1/4	in highth 95 x 130 mm,	in width 190 x 65 mm	1,000.-
Cover			
	2nd page of cover		2,250.-
	3rd page of cover		2,100.-
	4th page of cover		2,500.-
Inserts			
	A4, common weight		1,500.-
	(Insertion of other formats and weight = price by agreement)		
Technical requirements for advertisement:			
	screen 150 lpi		
	graphics resolution 2400 dpi		
	colour scheme CMYK		
	printing file PDF include registration marks		
Technical specification of the journal Practicus:			
	edition 5 300 copies		
	frekvence vydání 10 x za rok		
	size 210 x 297 mm		
	colour scheme 4+4 cover - 150g glossy Spanish white + lamination		
	inner pages - 90g glossy Spanish white		
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