



# PLAKATIV

OUT-OF-HOME-MEDIA & LARGE FORMAT PRINTING

**PLAKATIV** is being published 5 times per year and treats as the only magazine in the german-speaking areas (D-A-CH) exclusively the issues of **Out-of-Home-Media** and **Large Format Printing**.

At the beginning of the year we publish the special-compendium **PLAKATIV-Daten & Fakten** with research (markets & LFP)

#### Plakativ addresses the following readership:

- LPF-printers (technical and management)
- LFP-manufacturers and purchase-staff Large-Format-Printing
- Mediaplaner Out-of-Home in German agencies
- Creative staff in Germany's agencies
- Marketing- und advertising-managers of German Brands

The magazine, that is being published in cooperation with the syndicate **Fachverband Aussenwerbung** (FAW e.V.), informs about the vast spectrums of **Out-of-Home-Media** and **Large-Format-Printing**. It reaches from classical OoH-media over the new possibilities in the field of **Ambient-Media** up to the new electronical **digital signage**.

**PLAKATIV** gives inspirations and is a guide and independent source of information for **media- & manufacturing experts in OoH-advertising**.

The magazine informs **purchase-deciders**, LFP-manufacturers and -printers about topical technical developments in processing and methods (**Large-Format-Printing**).

#### Advantages for advertisers:

##### ■ Deep in the target-group

**PLAKATIV** addresses deciders that already perform Large-Format-Printing or intend to go into that interesting segment. As well Out-of-Home advertisers are addressed that already apply OoH-media within their media-mix or intend to do so.

##### ■ High competence

The magazine is being produced by experts in Out-of-Home-media and Large-Format-Printing. Our core competences reach from LFP-workflow over processing to diverse Large-Format-Printing methods.

##### ■ Impressive circulation

**PLAKATIV** has raised its distribution and circulation continuously in the past years. Since 2001 we are distributed in Germany, Switzerland and Austria. The total circulation is actually over 10.000 expl..

##### ■ Cost-efficient

Through a clearly defined target-group and thereby minimal losses in the circulation of your message your advertising soon pays well! And with advertising possibilities ranging from **800 € to 3.600 €** you can estimate your budget to be invested efficiently into the future.

- 1 Frequency:** 5 times per year
- 2 Year:** 21st year 2010
- 3 Web-Adress (URL)** [www.plakativ-magazin.de](http://www.plakativ-magazin.de)
- 4 Mediapartner:** Official Organ of the Fachverband Aussenwerbung e. V. (FAW)
- 5 Publisher:** Horst Ebel
- 6 Publishing house:** EuBuCo Verlag GmbH
- POBox:** Postfach 1185  
D-65233 Hochheim a. M.
- Postal adress:** Geheimrat-Hummel-Platz 4  
65239 Hochheim a. M.
- Telefon:** +49(0)61 46/605-1 43
- Telefax:** +49(0)61 46/605-2 04
- E-Mail:** s. contacts
- 7 Editor in Chief:** Jochen Gutzeit [[gutzeit@faw-ev.de](mailto:gutzeit@faw-ev.de)]  
**Media:** Tel. +49(0)69/71 91 67 10  
Fax +49(0)69/71 91 67 60  
**Editor:** Karin Winter  
**Production:** Thomas Fasold [[fasold@t-online.de](mailto:fasold@t-online.de)]  
Tel. +49(0)61 55/66 73 92  
Fax +49(0)61 55/86 83 8 13
- 8 Magazine Mngr:** Magda Lehmann [[m.lehmann@eubuco.de](mailto:m.lehmann@eubuco.de)]  
Tel. +49(0)61 46/605-1 43  
Fax +49(0)61 46/605-2 04
- Adverting Mngr:** Dirk Wehlmann [[d.wehlmann@eubuco.de](mailto:d.wehlmann@eubuco.de)]  
Tel. +49(0)61 46/605-1 40  
Fax +49(0)61 46/605-2 04
- 9 Distribution:** Carmen Johanni [[vertrieb@eubuco.de](mailto:vertrieb@eubuco.de)]  
Tel. +49(0)61 46/605-1 12  
Fax +49(0)61 46/605-2 01
- 10 Subscription rates:** 5 issues per year  
36,50 € (inkl. mail and taxes.)
- 11 Distribution:** Spread circulation 10/2009: 10.500 expl.  
**magazine format:** 240 mm width, 335 mm height  
3 mm bleed per edge  
**Satzspiegel:** 220 mm width, 290 mm height  
4 columns à 52 mm, 5 columns à 40 mm
- 12 Printing- and binding-method, printing material:** Offsetprint, stich-binding, digital data requested
- 13 Terms of payment:** direct, net  
**Bankaccount:** Mainzer Volksbank eG  
Kto.-Nr. 160660015 (BLZ 55190000)  
IBAN: DE8855190000160660015; BIC: MVBMD55

**1 Sizes and rates:**

Format : <i>Width/Height</i>	Width x Hight (mm)	Bleed-Size (mm) <i>plus 3 mm per edge</i>	b/w	4c
2/1 across cutter	460 x 290	480 x 335	4.500,- €	7.200,- €
<b>1/1</b>	<b>220 x 290</b>	<b>240 x 335</b>	<b>2.200,- €</b>	<b>3.600,- €</b>
3/4 wide	220 x 217	240 x 236	1.800,- €	3.200,- €
high	164 x 290	174 x 335		
1/2 wide	220 x 145	240 x 166	1.400,- €	2.200,- €
high	108 x 290	118 x 335		
1/3 wide	220 x 97	240 x 112	1.000,- €	1.600,- €
high	75 x 290	85 x 335		
1/4 wide	220 x 70	-	800,- €	1.100,- €
108 x 145				
high	52 x 290	62 x 335		

**2 Special rates:**
**Premiums:**

 Backcover / cover 2 **3.900,- €**
**Color surcharge:**

 per publisher color (Euroskala) 1/1 page and < **450,- €**

 1/3 page and < **350,- €**

 per *Special color* **650,- €**
**3 Classified advertisement:**
**Jobmarket and classified:**

 Classified ads per mm and column (width 40 mm) **2,10 €**

 Jobmarket per mm and column (width 40 mm) **1,40 €**

 Chiffrecharge **11,00 €**
**4 Special Ads: on request**
**5 Discounts** for bookings within one calender-year per titel

5 x 15%, 3 x 10%, 2 x 5% discount.

Only one discount is applicable per booking. All surcharges, color and bleed are being discounted.

**6 Bound Insert:** 240 x 335 (2 pages) + bleed **3.500,- €**
**Loose Insert:** < 25g **1.500,- €**
**7 Postal adress for bound inserts, loose inserts, postcards:**

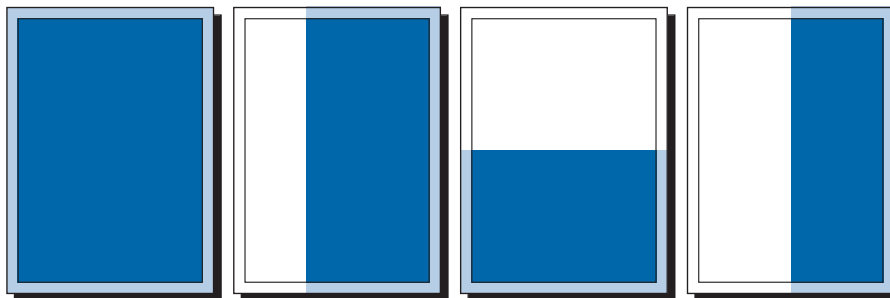
On request

**Signed:** „For **PLAKATIV** (Issue No.)

issue		MEDIA & CREATIVE	LFP-PRINT & PRODUCTION, FAIRS
<b>1/10</b>	<b>February</b>		
PD	03/08	<b>Plakativ Data &amp; Facts 2010</b>	– <b>LFP-Service-Providers</b> (overview)
DD	02/26	Topical data, facts and trends concerning the market of	– <b>LFP-News</b> and trendy applications
AD	02/18	out-of-home-media, status quo of media research and - planning, OoH-development in diverse contries	– <b>Printing- and cutting-systems</b> for large-format – <b>LFP-media and printing-inks</b>
<b>02/10</b>	<b>May</b>		
PD	05/31	<b>Plakat &amp; Media Congress 2010</b>	– <b>Screenprint</b> : digital screenproduction and -systems
DD	05/21	<b>Location decision</b> of the classic billboard	– <b>Offset poster-/billboard-printing</b>
AD	05/14	Development of market and media <b>Out-of-Home-Media</b> at the point-of-sale (POS)	– <b>LFP-systems</b> for placards, tarpaulins and banners – <b>Finishing</b> for billboards and giant-posters – Preview to the following <b>fairs</b> :
		<b>Plakat &amp; Media Grand Prix 2010</b> , 04/28/2010, Düsseldorf	<b>FESPA 2010</b> , Munich, 06/22–06/26/2010 <b>Marketing Services</b> , Frankfurt/M., 05/18–05/20/2010 <b>IPEX</b> , Birmingham, 05/18–05/22/2010
<b>03/10</b>	<b>July</b>		
PD	07/28	<b>Transport Media</b> – market, possibilities, trends and	– <b>LFP-workflow</b> – <b>LFP for buildings and windows</b>
DD	07/20	innovations	– <b>Large-Format</b> for <b>artists, photographers, laboratories</b>
AD	07/12	– Advertising on <b>busses, trains, cabs, trucks</b> etc. – Advertising on and around <b>trainstations and airports</b> – Report from Rhino Rolling Advertising Award 2010	– <b>Car-wrapping</b> – <b>Reports</b> from <b>FESPA, IPEX, MS</b> – <b>Preview</b> to the fair Photokina <b>Photokina</b> , cologne, 09/21–09/26/2010
<b>04/10</b>	<b>September</b>		
PD	09/30	<b>Mediaplanning 2011</b>	– Report from <b>Photokina</b> , cologne – Digital <b>cutting</b>
DD	09/22	– Development in media, planning, research – casestudies	– <b>Textile Media</b> – <b>UV-LFP</b> – <b>Conversion</b> with screenprint
AD	09/14	– topical studies and projects – Performance-profile of Out- of-Home-Mediaagencies – Bericht Best New 18/1 Award	– <b>Offset Large-Format-Print</b> – Preview to VISCOM <b>VISCOM</b> , Frankfurt, 10/28–10/30/2010
<b>05/10</b>	<b>November</b>		
PD	12/03	<b>Trendmarket Out-of-Home</b>	– Report from <b>VISCOM, Frankfurt</b>
DD	11/25	– interactive/dialog-enabling Out-of-Home-Formats	– <b>Plakatdruck</b> : Digital, Offset, screenprint & combinations
AD	11/17	– <b>Digital Signage</b> – street-furnishure – <b>Ambient Media</b>	– <b>Giant-Posters</b> (on buildings) – <b>Car-wrapping</b>

T = Type area

B = Bleed size (trim + 3 mm to size of page on the requisite sides)



**1/1 full page**

T: 220 x 290  
B: 240 x 335

**3/4 page high**

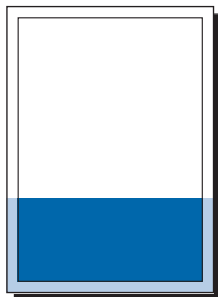
T: 164 x 290  
B: 174 x 335

**1/2 page wide**

T: 220 x 145  
B: 240 x 166

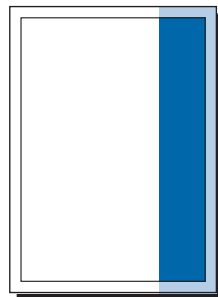
**1/2 page high**

T: 108 x 290  
B: 118 x 335



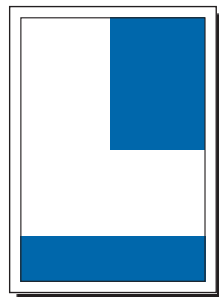
**1/3 page wide**

T: 220 x 97  
B: 240 x 112



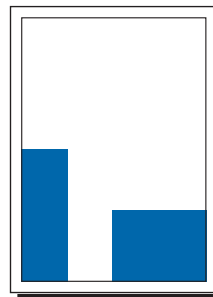
**1/4 page high**

T: 52 x 290  
B: 62 x 335



**1/4 page**

B: 220 x 73  
B: 108 x 145



**1/8 page**

B: 52 x 145  
B: 108 x 70

**Printing method**

Sheet offset

**Data medium**

CD/DVD

**Data format**

PDF according to ISO  
Standard PDF/X3 (Standard  
format for print production,  
Joboptions for Distiller  
available on request)

**Proof**

Sending a colour-true digital  
proof print according to  
the FOGRA Standard is abso-  
lutely essential.

**Binding**

wire stitching

All format specifications including 5 mm trim space all sides, advertisement text and graphics must be positioned at least 5 mm away from the trim space and bleed.

### Data transmission

**FTP-Server**

on request

**ISDN**

**+49 (0) 61 46/6 05-2 32**  
(Stingray)

**Fax-proof**

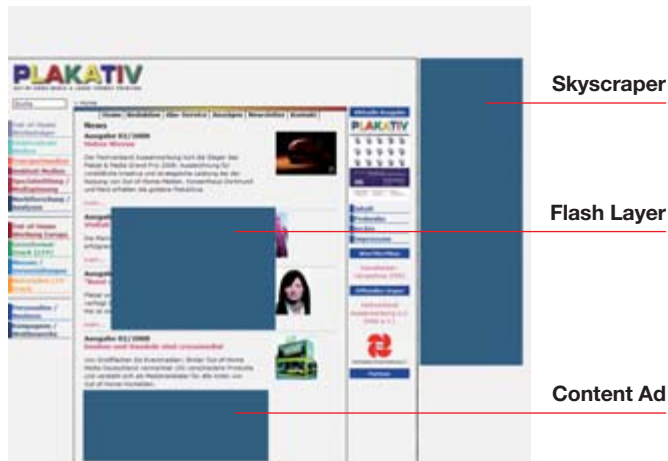
**+49 (0) 61 46/6 05-2 02**

**Hotline**

**+49 (0) 61 46/6 05-1 60**

We cannot accept any liability for errors and deviations in printing advertisements, which result from delivery of data which is not ready for press, wrong graphic formats or noncolour-true digital proofs. The same applies to late delivery of colour-data or data that is unreadable. HKS, Pantone and other spot colours are automatically converted to CMYK colours. You can find guidelines on creating PDF/X3 formats at [www.bvdm-online.de](http://www.bvdm-online.de).

## Online-Advertising formats and pricing



<b>Web-Adress (URL)</b>	www.plakativ-magazin.de	
<b>Publisher</b>	EuBuCo Verlag GmbH Geheimrat-Hummel-Platz 4 D-65239 Hochheim a. M. Tel. +49 (0) 61 46/6 05-0 Fax +49 (0) 61 46/6 05-2 01	
<b>Contact</b>	Magda Lehmann Tel. +49 (0) 61 46/6 05-143 E-Mail: m.lehmann@eubuco.de	
	Alexander Ebel Tel. +49 (0) 61 46/6 05-1 41 E-Mail: a.ebel@eubuco.de	
<b>Impressions</b>	on request	
<b>Data-delivery</b>	until 5 days prior to publication to a.ebel@eubuco.de	a
<b>Data-formats</b>	GIF, JPG, HTML, Flash, DHTML, Java up to 35 KB, more on request	
<b>External AdServer</b>	possible	
<b>Agency commission</b>	15% on the net price	



**Special Ads** (Video-Ads, hockey-stick etc.)

on request

## Newsletter-Advertising

€ 65,- (per ad) up to 650 letters + link in 10 lines

Online-Advertising	Format in pixel	Price per month
Contend Ad	360 x 140	€ 250,-
Flash Layer	320 x 240	€ 250,-
Full Banner	468 x 60	€ 200,-
Half Banner	234 x 60	€ 150,-
Skyscraper klein	120 x 600	€ 175,-
Skyscraper groß	200 x 600	€ 250,-
Wallpaper	Format auf Anfrage	€ 500,-
XXL Banner	728 x 90	€ 300,-

### Discounts

for bookings within one calendar-year

as from 2nd month 5%

as from 3rd month 10%

as from 4th month 15%

as from 5th month 20%

as from 6th month 25%

### Terms of payment

immediately upon receipt of invoice

### Bank Account

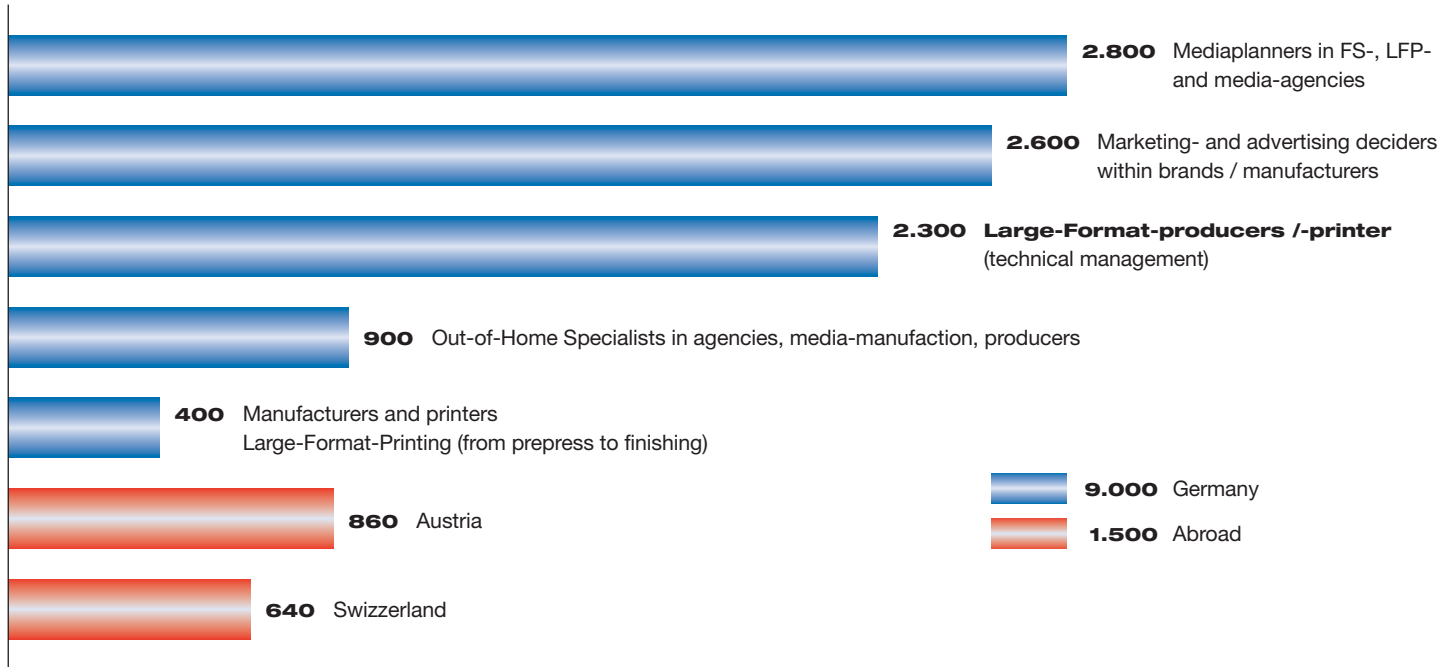
Mainzer Volksbank (BLZ 551 90000)

Acc.-No. 160660015

IBAN: DE88 5519 0000 0160 6600 15

BIC: MVBMD55

## PLAKATIV-readership



1. Deliveries, performances and tenders of the editorial are exclusively to be complied in accordance with the herein stated business conditions. These conditions are furthermore to be applied to any future business relation, even though this is not expressly said. No other conditions claimed for by the client referring to his own business conditions will be recognized.

2. The editorial will not be responsible for delivery and performance delays due to force majeure or

to events that considerably aggravate deliveries to the editorial or make them impossible – this includes subsequent material procurement difficulties, operational disturbances, lack of personnel, a transportation means, ordinances of authorities etc. Such circumstances will entitle the editorial to postpone the delivery performance respectively corresponding to the term of disturbance plus an adequate setup time or to resign from the contract as a whole or in parts due to the lack of adequate fulfilment.

3. Insertion orders, in case of doubt, are to be performed within one year after the date of agreement.

4. Sliding scale prices will only be granted to an advertiser for insertions published within one year.

The closing year starts with the publishing the first insertion.

5. The advertiser will have a retroactive claim for the reduction of prices corresponding to the actual insertion purchase within one year provided that at a beginning of the contract he agreed upon an order which according to the pricelist would justify a reduction.

6. In the case that an order is not complied with for reasons which are not in the range of responsibility of the editorial the client will have to reimburse without detriment of further legal obligations

the difference between the granted reduction and the reduction corresponding the actual purchase to the editorial. The reimbursement will not be paid when the lack of compliance is due to force majeure within the range of risks of an editorial.

7. The editorial will distinctly mark those insertion which due to their editorial form and additional

information by the editorial will not be recognized as such.

8. The editorial will reserve to refuse insertions and supplements even particular calls of one contract due to their contents, origin or technical form in accordance with the principles of the editorial. This will also be valid for orders and in to the agents of the editorial. The editorial will accept supplements be they loose or stitched without approving a sample presented in advance. No supplement will be accepted containing inserts of a third party. The client will be immediately given notice as to.

9. The clients will be responsible for the delivery of records, and supplements at due time. The editorial will immediately demand to replace inadequate or damaged records.

10. Cancellations of inserts, supplements and bookmarkers after the deadlines published in our price lists and media datas will under no condition be possible. The client will not have a title to resign when the delivery of the printing matters will be received after the deadline, i. e. the total price will have to be paid as accorded. The editorial will be entitled to claim recompensation in case the client caused a delay in printing by delivering the printing matters and supplements too late.

11. The client will have a title to claim for a reduction of price or a new insertion in the case that the printed insertion is in part or totally illegible, incorrect or incomplete. Missing or faulty check-up statements in print will not entitle to claims.

12. The reproduction of colour prints in the right shade requires exact colour indications by the client. For the reproduction of multicolour prints the client will also. For normal and special colours

the additional prices in accordance with our price list II will be charged. The editorial will recognize obligations as to the placement of multicolour prints only when they are expressly demanded by the client and assented by the editorial.

13. Rough proofs will only be delivered when expressly desired. The client will be responsible for the correctness of the returned proofs. In the case that the client will not return the proofs at due time the permission for the print will be considered given.

14. The settlement of payment for the insertions will be settled by pages or partial pages as indicated in the pricelist.

15. In the case that the client will not pay in advance, he will be sent the invoice at the latest ten days after the publication of the insertion. The editorial will be entitled to cover previous depth of the client even though otherwise stipulated by the client. In the case that costs and interest will have accrued the editorial will be entitled to first cover costs then interests and finally the main amount. The invoice will be due to be paid net within ten days after the receipt of the invoice.

16. In the case of a payment delay or moratorium interests of 5% beyond the valid discount rate of the Deutsche Bundesbank (German Federal Bank) will be charged from the beginning of the delay additional to the legal sales tax plus reminder charges. The editorial will be entitled to postpone the further performance of the order till all payments are made and demand advanced payment for the rest of the agreed upon insertions.

17. In the case of objections and counter claims the client will only be entitled to offsets, retention or reduction when the editorial explicitly agrees in writing or when counterclaims will be legally recognized.

18. The editorial will attach a voucher to the invoice. In the case that it will be impossible to procure the voucher it will be replaced by a legal admission certification.

19. The costs raising from considerable changes of original agreements and the delivery of ordered printed matters will be charged on the client.

20. Printed matters will be returned to the client on demand only. The obligatory retention period for printing documents will end three months after the fulfilment of the order if there no other explicit agreements.

21. These business conditions and all legal relations generating from them between the editorial and the client will be subject to the law of the Federal Republic of Germany.

22. Legal admissibility provided Wiesbaden will have the exclusive competence of court for all mediate or immediate controverseries from the contract.

23. In the case that a stipulation in these business conditions will be or turn invalid this will not apply for the rest of the herein stipulated agreements.

### Additional business conditions – marketing

The subscription period as a general principle extends till revocation. Delivery costs and risk will be charged on the client. The invoice will be payable one year in advance. Payments will be claimed net cash within 30 days to one of our accounts. Orders from foreign countries will only be served against prepayment. The copies will be for the internal use of the client's enterprise only. Dissemination will not be admissible and considered a violation of the subscription conditions.