

Digital File Formats (*No Film Accepted):

High Resolution PDF

- Set bleed to 5 mm
- Set resolution to 300dpi
- Use DDAPOptimized2 Distiller Settings available at <http://www.medibelplus.be/>

Production Charges:

Changes to ads are subject to additional charges. If an ad is delivered without a proof, we will print to SWOP standard.

Storage:

Digital ads will be stored for 6 months and then routinely deleted unless specific written arrangements are made by the advertiser to the contrary.

Removable Media

Macintosh Formatted: CD-ROM or DVD

EE Times Europe Electronic Version:

EE Times Europe is available in a downloadable PDF version. In order to obtain the best results from your ad in this version, PDF files are preferred, because the text in your ad remains searchable (files made from Raster data, or with outlined text will not be searchable).

Media Labeling Requirements:

Please include a copy of the insertion order, and include:

Publication Title
Issue Date
Agency/Vendor/Advertiser Name
Production Contact & Phone Number
File Name/Number and List of Contents

Shipping Instructions:

Lydia Gijsegom, EE Times Europe Production Department,
European Business Press, 144 Av. E. Plasky, 1030 Brussels,
Belgium or send mail to production@eetimes.be

Questions? Please Contact:

Lydia Gijsegom
Advertising Production Manager
Tel. +32 (0) 2 740 00 54
lydia.gijsegom@eetimes.be

Rate Card Provisions

1. All orders are subject to acceptance by **ebp** at its headquarters in Brussels, Belgium.
2. No conditions other than those set forth in this rate card shall be binding upon **ebp** unless specifically agreed to by **ebp** in writing.
3. Positioning of advertisements is at the sole discretion of **ebp** except where a specific position has been agreed to by **ebp** in writing.
4. Cancellations or changes in advertising by the advertiser or its agency may not be made after the closing date for the publication or product, unless otherwise agreed upon between the parties in writing. Techinsights is under no obligation to revise advertising materials not received by the **ebp** production department by the closing date and such advertisements may not be subject to approval by the advertiser or its agency.
5. **ebp** assumes no liability for any errors or omissions in key numbers appearing in advertisements.
6. **ebp** is not liable for any delays in the production or delivery of the publication or product due to any conditions beyond **ebp**'s control.
7. In consideration of **ebp**'s publishing advertising (or distributing another product) for the advertiser, the advertiser and its agency, agree to indemnify and defend **ebp** against any and all claims, losses, liabilities, damages and expenses (including attorneys' fees) arising out of Techinsights's printing, publishing or distributing such advertising (or another product) and/or arising from third parties' access to advertiser's site and use of advertiser's products or services.
8. In no event shall **ebp** be liable for any consequential, incidental or special damages nor shall its liability for any act, error or

omission, whether or not due to its negligence, exceed the price paid to **ebp** for the publication or distribution of such materials.

9. **ebp** reserves the right to hold the advertiser and its agency jointly and severally liable for all monies that are due and payable to **ebp**.
10. Advertising in **ebp**'s online products and services is subject to the terms of the applicable online insertion order.
11. All payments are due within thirty (30) days of the invoice date. Non commissionable charges, such as production charges, are not subject to an advertising agency commission. Agency commissions are not payable on invoices which are not paid within (90) days of the date of the invoice. Advertiser shall pay a late charge of 1% per month (12% per year) on all invoices not paid within (30) days of the date of such invoices. In addition 15%, with a minimum of 50 euros will be automatically added, without summons to the amount due as compensatory damages in accordance with Art. 1231 of the Belgian Civil code

Commissions

15% to all recognized agencies.

The contract must indicate advertising frequency. Advertisers who have not supplied a signed contract indicating frequency will be billed at the 1X rate.



EFFECTIVE JANUARY 1, 2012 - DECEMBER 31, 2012

Advertising Rates - US \$

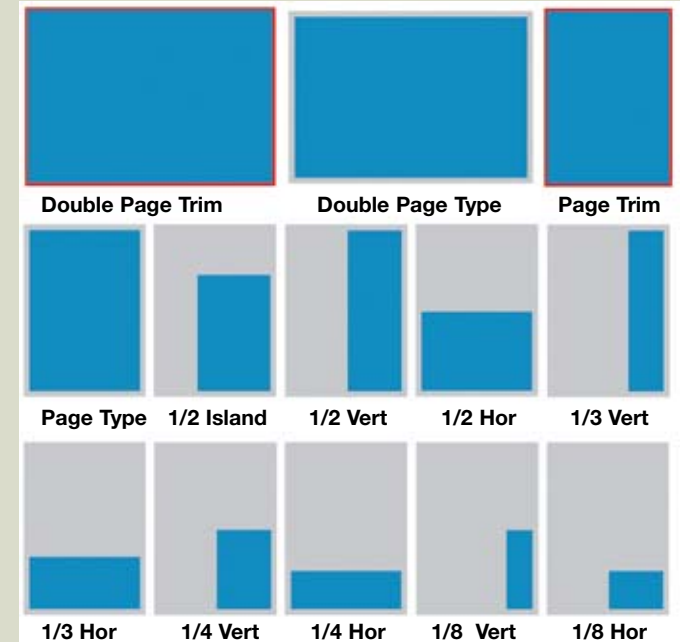
	1X	3X	6X	9X	12X
Page	13,175	12,850	12,525	12,175	11,850
Double Page	26,350	25,700	25,050	24,350	23,700
1/2 Page Island	6,590	6,425	6,265	6,090	5,925
1/2 Page Vert	6,070	5,935	5,750	5,610	5,475
1/2 Page Hor	6,070	5,935	5,750	5,610	5,475
1/3 Page Vert	4,750	4,645	4,500	4,390	4,285
1/3 Page Hor	4,750	4,645	4,500	4,390	4,285
1/4 Page Vert	2,635	2,570	2,505	2,435	2,370
1/4 Page Hor	2,635	2,570	2,505	2,435	2,370

Advertising Rates Product Pages - US \$

	1X	3X	6X	9X	12X
Page	11,250	10,975	10,700	10,400	10,125
Double Page	22,500	21,950	21,400	20,800	20,250
1/2 Page Island	5,625	5,490	5,350	5,200	5,065
1/2 Page Vert	5,195	5,060	4,920	4,785	4,645
1/2 Page Hor	5,195	5,060	4,920	4,785	4,645
1/3 Page Vert	4,070	3,960	3,850	3,745	3,635
1/3 Page Hor	4,070	3,960	3,850	3,745	3,635
1/4 Page Vert	2,250	2,195	2,140	2,080	2,025
1/4 Page Hor	2,250	2,195	2,140	2,080	2,025
1/8 Page Vert	1,125	1,095	1,070	1,040	1,015
1/8 Page Hor	1,125	1,095	1,070	1,040	1,015

Magazine size (trim size) : DIN A4 - 210 x 297 mm

Double Page Trim :	420 mm x 297 mm
Double Page Type :	400 mm x 277 mm
Page Trim :	210 mm x 297 mm
Page Type :	190 mm x 277 mm
1/2 Page Island :	125 mm x 200 mm
1/2 Page Vert :	93 mm x 277 mm
1/2 Page Hor :	190 mm x 136 mm
1/3 Page Vert :	60 mm x 277 mm
1/3 Page Hor :	190 mm x 90 mm
1/4 Page Vert :	93 mm x 136 mm
1/4 Page Hor :	190 mm x 66 mm
1/8 Page Vert :	45 mm x 136 mm
1/8 Page Hor :	93 mm x 66 mm



Coverwrap Positions

Inside front cover - US \$

Page	23,400
Gatefold (2 pages)	36,400
Cover sponsorship	24,000
includes 1.000 reprints	

DIGITAL ISSUE

Advertising page in Digital Issue only \$2100

Enhanced ads in digital issue

(additional cost per ad)

Belly Band: \$1,125 or \$750 for print advertisers

Video advertising window on the ad (max file size 25GB): \$750

Ad jolt (animated ad): \$750

Ad gen (lead generation icon on ad page): \$250

