

Advertising Format and Sizes | 2012

Media Kit and prices available online at:

www.globalmediasales.com

www.stevenpriessman.com

www.lesleyharmoning.com

Technical information, print:

All colors must be separated in CMYK. Send ads as a high resolution PDF.

Dot enlargement 32%. Read more about it at www.elektronikinorden.com

Circulation: 24.800 (TS 2010)

Editions: 11

Magazine size: Tabloid 280x397 mm

Resolution: 200 dpi

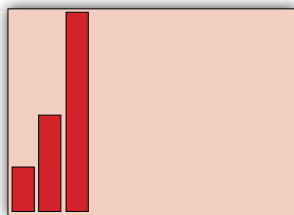
Maximum screen density: 100 lpi

Printing Method: Web offset (newspaper litho)

Non-specified placement. Standard formats in 4-color.

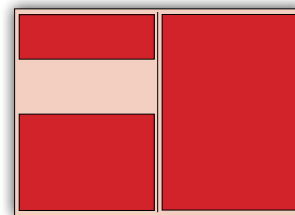
Single column

1/4 1-column	47x85 mm
1/2 1-column	47x180 mm
1/1 1-column	47x370 mm



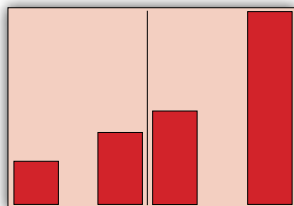
Five-column

1/4 5-column	255x85 mm
1/2 5-column	255x180 mm
1/1 5-column	255x370 mm



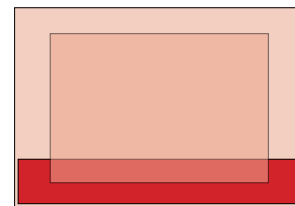
Two-column

1/4 2-column	99x85 mm
3/8 2-column (A6)	99x135 mm
1/2 2-column	99x180 mm
3/4 2-column	99x270 mm
1/1 2-column	99x370 mm



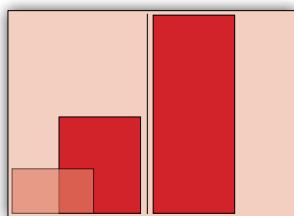
Double page spread (bleed into gutter only)

1/4 10-column	530x85 mm
Double page spread	426x270 mm
Full page spread	530x370 mm



Three-column

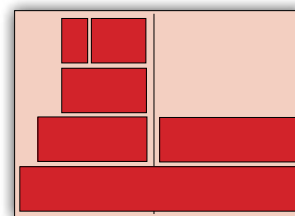
1/4 3-column	151x85 mm
1/2 3-column	151x180 mm
1/1 3-column	151x370 mm



Marketplace. Height 85 mm.

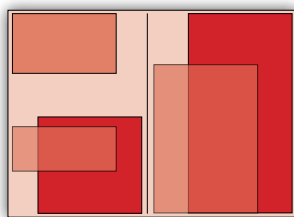
Not against text.

1-column	47x85 mm
2-column	99x85 mm
3-column	151x85 mm
4-column	203x85 mm
5-column	255x85 mm
10-column	530x85 mm



Four-column

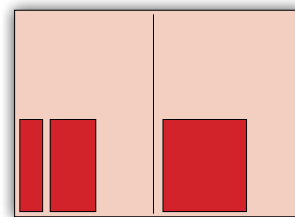
1/4 4-column	203x85 mm
3/8 4-column (A5)	203x135 mm
1/2 4-column	203x180 mm
3/4 4-column (A4)	203x270 mm
1/1 4-column	203x370 mm



Marketplace. Height 180 mm

Not against text.

1-column	47x180 mm
2-column	99x180 mm
3-column	151x180 mm



All advertising prices include:

4-color and weblinks on the click-on ads, to your homepage, in the E-Magazine.

Specified placement +10%

Seminar and Course ads

US\$ 102 (see centre spread).

Loose Inserts (on request)

General Information

Publisher: Gunnar Lilliesköld.

Advertising

Advertising Director: Tommy Jägermo, tel: +46 8 540 865 12.

Advertising material/Technical Support:

ads@elinor.se

More information: www.elektronikinorden.com

E-mail addresses: Look also at page 3.

Advertising department US:

West Coast, Texas and Western Canada:

Todd Bria

820 Bay Avenue - Suite230G

Capitola, CA 95010, USA

Tel: +1 831 477 2075

Fax: +1 831 603 4254

email:

tbria@globalmediasales.com

Katie Paultre, Account Manager

820 Bay Avenue - Suite230G

Capitola, CA 95010, USA

Tel: +1 917 816 5042

Fax: +1 831 603 4254

email:

katie@globalmediasales.com

Mid-West, New England, South East, Central & Eastern Canada:

Steve Priessman

5315 Wirestem Court

Naperville, IL 60564-5344

Tel: +1 630 420 8744

Fax: +1 630 420 2218

email:

steve@stevenpriessman.com

Lesley Harmoning

13509 190th St SE

Red Lake Falls, MN 56750

Tel: +1 218 253 2562

Mobile: +1 218 686 6438

email:

lesley@lesleyharmoning.com

TS-Controlled 24.800 copies, (Year 2010)

