

Mediaplan 2010 - FDA orientering

Deadlines and dates of publication 2010

Deadline 1:

Order of advertisement:

No 1: Wednesday, 13/1
 No 2: Wednesday, 10/3
 No 3: Wednesday, 19/5
 No 4: Wednesday, 11/8
 No 5: Wednesday, 29/9
 No 6: Wednesday, 17/11

Deadline 2:

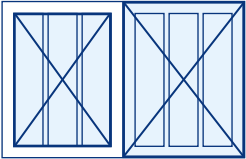
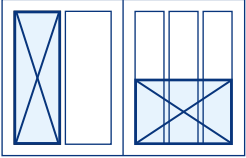
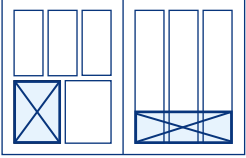
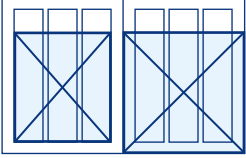
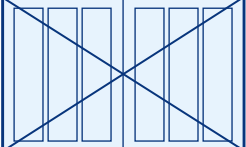
Delivery of material:

No 1: Wednesday, 27/1
 No 2: Wednesday, 24/3
 No 3: Wednesday, 2/6
 No 4: Wednesday, 25/8
 No 5: Wednesday, 13/10
 No 6: Wednesday, 1/12

Dates of publication:

No:	1	2	3	4	5	6
Dato:	12/2	14/4	18/6	10/9	29/10	17/12

Prices and sizes of advertisements

Size	Width x Hight	Price
	1/1 page 180 x 260 mm 1/1 page to the edge 210 x 297 mm	Basic DKK 8.850,- Charge per additional colour DKK 1.785,- 4-coloured DKK. 13.445,-
	1/2 page, vertical 87 x 260 mm 1/2 page, horizontal 180 x 130 mm	Basic DKK 5.565,- Charge per additional colour DKK 880,- 4-coloured DKK. 7.875,-
	1/4 page, vertical 87 x 130 mm 1/4 page, horizontal 180 x 65 mm	Basic DKK 3.090,- Charge per additional colour DKK 440,- 4-coloured DKK. 4.295,-
	Backcover, 1/1 page 180 x 250 mm 1/1 page to the edge 210 x 297 mm	Basic DKK 10.505,- Charge per additional colour DKK 1.785,- 4-coloured DKK. 15.110,-
	Doublepage 384 x 260 mm Doublepage to the edge 420 x 297 mm	Basic DKK 14.900,- Charge per additional colour DKK 3.800,- 4-coloured DKK. 24.075,-

All prices are in DKK and exclusive of VAT.
 Former mediaplans are hereby cancelled.

Quantity discount and extra charges

If You place several advertisements in FDA orientering during 2010, we will offer You a discount. If You for example make 3 inserts, we allow You a 5% discount on all 3 inserts. The discount is repaid/included when invoicing the last issue of the year.

Advertisement:	1	2	3	4	5	6	7≤
Discount %:	0,0	2,5	5,0	7,5	10	15	20

If You order a specific placing of Your advertisement we charge You extra 7,5% on the basic price.

Editorial objectives and target groups

FDA orientering:

- Is published by FDA, Forenede Danske Antennealæg, the Danish Cable Television Association.
- Is circulated in about 3000 numbers per issue.
- Is informing about the latest news and experiences in the cable television industry.
- Is aimed at antenna-societies, building-societies, house-owner societies and municipalities.
- Is of interest to other industries: Public authorities, telecompanies, electricians, lawyers, consulting engineers, media researchers.
- Is mailed to all members of FDA.
- Is mailed to relevant politicians including ministers and members of Folketinget (the Danish parliament).
- Is mailed to a number of Danish libraries.
- Is the only Danish magazine aimed at the cable television industry.
- Contact editor: redaktion@fda.dk

Technique

- PDF-files: CMYK, minimum 300 dpi, cutmarks minimum 5 mm distance to the cut in addition to the mentioned measures.
- FDA orientering is printed on svanemærket paper (Nordic environmental certificate) with eco-friendly colours.

Conditions

- Cancellation is not possible after deadline 1.
- When You deliver Your material past deadline 2, we will charge You an extra 15% on the amount of the invoice.
- We prefer advertisements ready for dispatch, to be send to Vejlø Print: dtph@centertryk.dk and to FDA: tb@fda.dk.

Advertising sales

- If You will like to place an advert in FDA orientering or if You have any further questions regarding the above mentioned, please contact:

Tina Boye

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