

POLSKIE POLISH DROBIARSTWO POULTRY

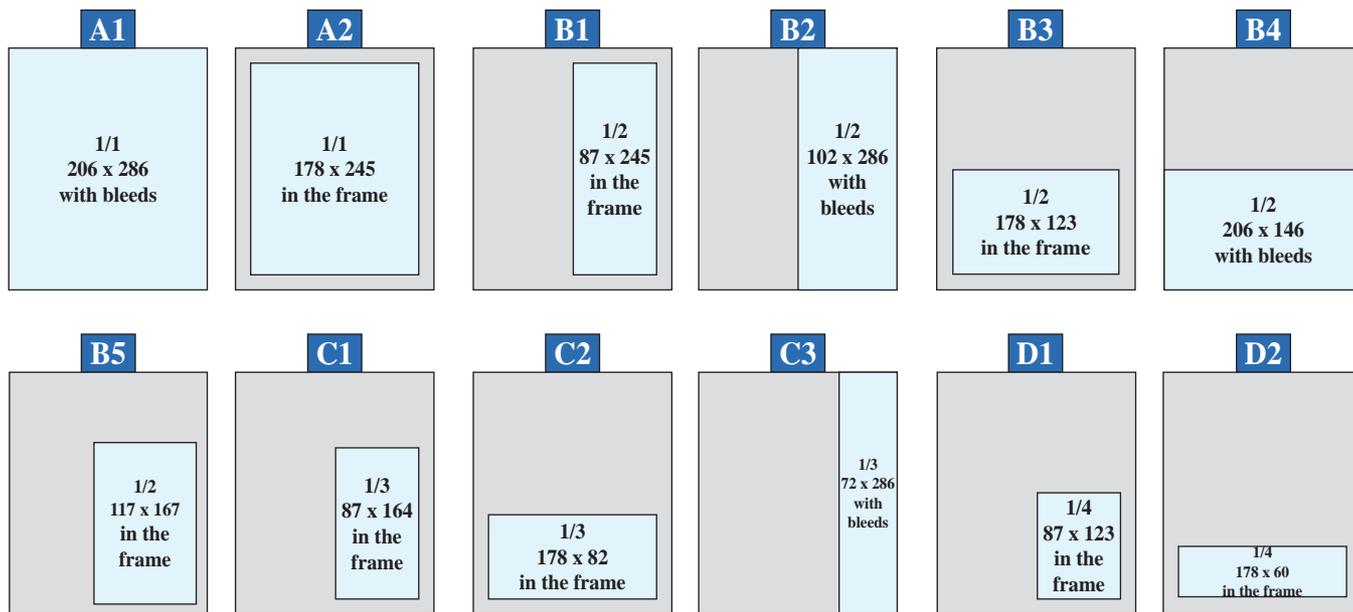


A monthly magazine for poultry breeders, feed producers, processing companies, scientists

Polskie Drobiarstwo has been present on the market for 30 years. PD has cooperated with Polish and foreign Research Institutes and has engaged famous experts presenting various specializations. It is owing to their experience and expertise that our topics and articles vary and cover the most recent ideas and news. We have been honoured with many rewards and our readers also appreciate our efforts in providing them with professional knowledge and information

Contact:

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 Publisher every 3 week a month



Technical requirements

PC platform

Transmission medium:

e-mail (up to 5 Mb)

a) GRAPHICALLY READY ADVERTISEMENTS:

PDF (300 DPI, saved as CMYK, scrubbed to the PRESS

quality, suitable for Adobe InDesign CS2 output

TIFF, JPG (300 DPI, CMYK)

AI, EPS, CDR (all in curves, CMYK, 300 DPI)

b) ADS TO BE PRODUCED:

Texts: Word for Windows

Tables: Word for Windows

Graphs: Excel for Windows

Logos:

EPS (curved, saved without background)

Photographs in data form:

TIFF, JPG (all in 300 DPI).

All fall out formats needs to be bigger at least about 3 mm on each side for the cutting process in printer.

Detailed information will be send by e-mail or fax on demand.

Notice

- Subject completing an ad guarantees that there will be no invisible symbols in a document (ai, eps, pdf) and the attributes will be defined correctly
- In case the ads in pdf, eps forms have not the parameters necessary, we will transfer the document into 300 dpi bitmap that can cause unreadability of small characters and change the colour scheme. The publishing house is not responsible for such changes and any prospective objections shall be claimed against the subject completing an ad.
- We do not accept any logos and graphical sources sent by fax. Source materials, as copies from photocopiers, business card or writing-papers, materials printed on coloured ink printers, bit mapped pictures etc. will be accepted but their bad printing quality shall be pointed out.
- We are not responsible for mistakes caused by insufficient readability of text or by any other hidden fault of documents supplied. In case the coloured preview (cromaline, digital proof) is not supplied together with an ad, the publishing house is not responsible for maintaining the coloured scheme.

Advertising in Polskie Drobiarstwo

Page ratio	Size (mm)	Price (PLN)
1/1	200 x 280	3800
1/1	178 x 245	3500
1/2	96 x 280 200 x 140	2200
1/2	87 x 245 178 x 123 117 x 167	2000
1/3	87 x 164 178 x 82	1600
	72 x 286	1750
1/4	87 x 123 178 x 60	1200

Discounts

Discount depends on the number of repeating ads in given year.

Number of repeating Discount

- 2 x 5%
- 4 x 10%
- 6 x and more 20%
- 12 x 30%