

# Metropolis M

Advertisements 2020 magazine and website

## MAGAZINE

Metropolis M is published bimonthly, six issues per year. The more often you advertise, the higher your discount. Per year, you will receive a 10% discount for two advertisements, 15% for three advertisements, 20% for four advertisements and 30% discount for six advertisements. You can reserve your advertising space at the beginning of each year.

### Prices and formats

#### Black-and-white

| Format    | 1x per year | 3x per year 15% discount | 6x per year 30% discount |
|-----------|-------------|--------------------------|--------------------------|
| 1/4 page  | 330 Euros   | 280 Euros                | 231 Euros                |
| 1/2 page  | 540 Euros   | 459 Euros                | 378 Euros                |
| full page | 950 Euros   | 805 Euros                | 665 Euros                |

#### Colour

| Format    | 1x per year | 3x per year 15% discount | 6x per year 30% discount |
|-----------|-------------|--------------------------|--------------------------|
| 1/4 page  | 695 Euros   | 590 Euros                | 486 Euros                |
| 1/2 page  | 905 Euros   | 769 Euros                | 633 Euros                |
| full page | 1635 Euros  | 1389 Euros               | 1144 Euros               |

Advertisements on the books page: full colour, fixed price of 80 Euros each

Surcharge for preferred placement: 15%.

Inserts: fees on request.

### Advertisement formats

1/4 page vertical: 93,5 mm wide x 130 mm high

1/2 page vertical (portrait): 93,5 mm wide x 264 mm high

1/2 page horizontal (landscape): 191 mm wide x 130 mm high

1/1 page bleed: 210 mm wide x 280 mm high (add 3 mm on all sides)

1/8 page on the 'books page': 93,5 mm wide x 63 mm high

### Magazine Schedule

|                      | Nr 1   | Nr 2     | Nr 3     | Nr 4    | Nr 5    | Nr 6   |
|----------------------|--------|----------|----------|---------|---------|--------|
| Reserve by:          | 03 Jan | 29 Feb   | 25 April | 13 June | 29 Aug  | 31 Oct |
| Delivery to:         | 10 Jan | 03 March | 28 April | 16 June | 01 Sept | 03 Nov |
| subscribers / shops: | 14 Feb | 10 April | 05 June  | 14 Aug  | 09 Oct  | 11 Dec |

Each issue remains on sale for about two months.

Please provide advertisements in PDF format, using CMYK for a full-colour ads and grayscale for black-and-white. Send advertisements to [derks@bart.nl](mailto:derks@bart.nl), with cc (copy) to [karolien@metropolism.com](mailto:karolien@metropolism.com). Advertisements can also be sent by WeTransfer or YouSendIt. The advertiser bears responsibility for the quality of the advertisement. For technical inquiries, please contact: Richard Derks at 31 (0)6 – 250 170 91.

# Metropolis M

Advertisements 2020 magazine and website

## WEBSITE

The more often you advertise on the website, the greater the discount you receive. For two banners per year, you receive 10% discount, 15% for three banners, 20% for four, 25% for five, and 30% discount for six banners in a year.

### Fees

(Including the mobile website)

|                         | 7 days    | 15 days   | 30 days   | 60 days   |
|-------------------------|-----------|-----------|-----------|-----------|
| Small banner            | 90 Euros  | 155 Euros | 290 Euros | 500 Euros |
| Medium banner           | 120 Euros | 220 Euros | 390 Euros | 700 Euros |
| Large banner            | 150 Euros | 280 Euros | 520 Euros | 980 Euros |
| XL banner, fixed on top | 220 Euros | 380 Euros | 650 Euros |           |

These fees are an indication: the length of time online can be adjusted as required. Customers who advertise in both the magazine and on the website receive **50% discount** on the cost of the banner. All banners rotate and are seen on every page that is opened. Only the XL banner has a fixed location at the top of the screen.

### Banner specification

Format

|         |  |
|---------|--|
| Small:  | 310px wide – 180px high, no larger than 40kb in .gif format  |
| Medium: | 310px wide – 280px high, no larger than 60kb in .gif format  |
| Large:  | 310px wide – 400px high, no larger than 100kb in .gif format |
| XL:     | 546 wide – 860 x high, no larger than 200kb in .gif format   |

### Note

Please do not forget to send a link to your website.

Text under the banner: no more than 50 characters (incl. spaces). Only possible for banners in the sidebar.

Banners in sidebar may include animations (speed of 1 x per 3 sec.), like a slide show.

The fixed XL banner at the top of the page may not include animations (only still images).

*All above-mentioned fees are exclusive of BTW/VAT.*

The deadline for submission is a working day in advance before the banner has to be online.

### **Metropolis M advertenties**

Karolien van Gent

Postbus 19263

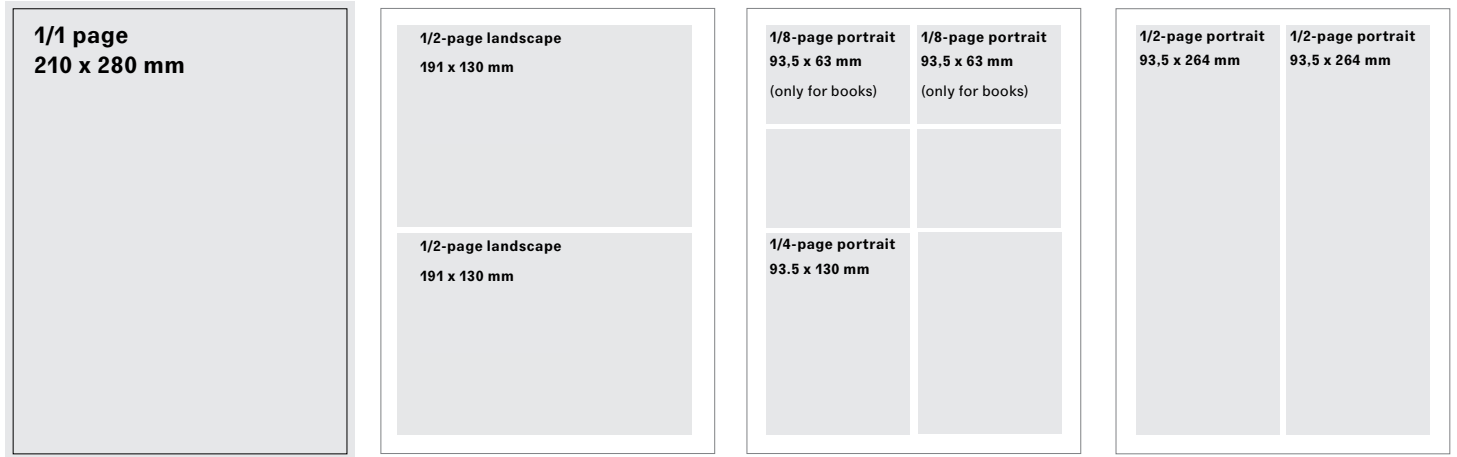
NL- 3501 DG Utrecht

tel: 030-2369 161

email: karolien@metropolism.com

# Metropolis M

## PRINT-ADVERTISEMENT SPECIFICATIONS



### —SIZES:

|                    |                                      |
|--------------------|--------------------------------------|
| 1/8-page landscape | 93,5 x 63 mm (Only for books)        |
| 1/4-page portrait  | 93,5 x 130 mm                        |
| 1/2-page portrait  | 93,5 x 264 mm                        |
| 1/2-page landscape | 191 x 130 mm                         |
| 1/1-page           | 210 x 280 mm (add 3 mm on all sides) |

### —USE:

PDF-file, Press Quality, images at 300 dpi.

### —COLOR:

use cmyk for color-models  
use grayscale for black&white-models

### —MAIL TO:

[derks@bart.nl](mailto:derks@bart.nl), and in CC: [karolien@metropolism.com](mailto:karolien@metropolism.com)  
large file(s)? (larger than 10 mb) Please use [wetransfer.com](http://wetransfer.com)  
Richard Derks, phone +31 (0)6 250 170 91

### —DISCLAIMER:

The publisher assumes no liability for errors in this model

### —RESERVATION, PRICE & DEADLINE:

Karolien van Gent, phone +31 (0)30 236 91 61  
[karolien@metropolism.com](mailto:karolien@metropolism.com)

## WEBSITE ADVERTISEMENT SPECIFICATIONS

### Banner specifications

#### Format

|                   |   |
|-------------------|---|
| Small:            | 155px wide – 90px high, not larger than 40kb in .gif format   |
| Medium:           | 155px wide – 140px high, not larger than 60kb in .gif format  |
| Large:            | 155px wide – 200px high, not larger than 100kb in .gif format |
| Banner XL on top: | 273px wide – 430px high, not larger than 200kb in .gif format |

### Note

Please do not forget to send a link to your website.

Text under the banner (only possible for banners in sidebar): no more than 50 characters (incl. spaces).

Banners in sidebar may include animations (speed of 1 x per 3 sec.), like a slide show.

The fixed XL banner at the top of the page may not include animations (only still images).

### —RESERVATION, INFORMATION MAIL TO:

[karolien@metropolism.com](mailto:karolien@metropolism.com)