

# ELÄINLÄÄKÄRI

SUOMEN ELÄINLÄÄKÄRILEHTI  
FINSK VETERINÄRTIDSKRIFT



THE FINNISH VETERINARY JOURNAL

## MEDIA INFORMATION 2017

**Publisher** The Finnish Veterinary Association (registered organisation)  
Suomen Eläinlääkäriiliitto ry – Finlands Veterinärförbund rf

**Website** [www.sell.fi](http://www.sell.fi), choose in English

**Address** Aleksis Kiven katu 52–54, FIN-00510 Helsinki, Finland

**Editor-in-chief** Päivi Lahti phone +358 9 7745 4810, email: [paivi.lahti@sell.fi](mailto:paivi.lahti@sell.fi)

**Managing Editor** Anna Parkkari phone: +358 9 7745 4817  
email: [toimitus@sell.fi](mailto:toimitus@sell.fi)

**Advertising** Tiina Karenius phone: +358 9 7745 4814  
email: [ilmo@sell.fi](mailto:ilmo@sell.fi)

**Job advertisements** Anneli Itäluoma-Alanen phone: +358 9 7745 4813  
email: [toimitus@sell.fi](mailto:toimitus@sell.fi)

**Circulation** Edition 2 750 copies

### Technical data

Format of Journal A 4 (210 x 297 mm)  
Number/width of columns 3 off 55 mm  
Screen width 60 lines  
Printing method sheet-fed offset  
Paper quality 80 g/ m<sup>2</sup> matt  
Binding stapling  
Material requirement Ready-to-print pdf (cmyk)  
Page making PPD Studio  
Delivery of materials [ilmo@sell.fi](mailto:ilmo@sell.fi)  
Printer Painotalo Plus Digital Oy, Lahti  
Contact person Petri Salovaara, [petri.salovaara@ppd.fi](mailto:petri.salovaara@ppd.fi)  
Email [studio@ppd.fi](mailto:studio@ppd.fi)

## ADVERTISING PRICES FROM Jan. 1<sup>st</sup>, 2017

Size	Black & white	Colour
Spread	1 980 euro	4 180 euro
Full page	935 euro	1 980 euro
Half page	520 euro	1 380 euro
1/3 page	350 euro	920 euro
¼ page	260 euro	730 euro

The prices quoted apply to **ready-to-print** material. Graphic design done by the Journal will be invoiced 100 e/ hour and the Journal will keep copyright to the finished material.

Job advertisements	<b>Note:</b> the width is 170 mm, height as you wish, price is 8.70 e/mm in black&white and 9.90 e/mm in colour.
Supplement prices	By agreement
Receiver of payments	Suomen Eläinlääkäriliitto ry
Cancellation of ads	Up to the deadline free of charge, after that a fee of 20 % of the price of the ad will be charged.
Claims	Claims concerning the printed appearance of the advertisement must be submitted in writing within 7 days from the publication date of the journal. The publisher's liability for errors is limited to the price of the advertisement.

## PUBLICATION SCHEDULE FOR 2017

Issue	1	2	3	4	5	6	7	8	9
					ELP pre*		ELP**		
Job advertisements	15.12.16	1.2.	8.3.	20.4.	25.5.	18.6.	7.9.	12.10.	17.11.
Ready-to-print advertising materials	20.12.16	6.2.	13.3.	25.4.	31.5.	10.8.	13.9.	17.10.	22.11.
Publishing date	26.1.	2.3.	6.4.	16.5.	21.6.	31.8.	5.10.	9.11.	21.12.

\*ELP Finnish Veterinary Congress pre-issue

\*\* ELP Finnish Veterinary Congress extra

**The Annual Veterinary Congress** will be held in Helsinki from December 13th to 15th, 2017. **Inquiries about the exhibition** in Annual Veterinary Congress and about the compendium:

Fennovet, phone: +358 40 745 6457, e-mail: [tiina.karenius@fennovet.fi](mailto:tiina.karenius@fennovet.fi)

[www.elainlaakaripaivat.fi](http://www.elainlaakaripaivat.fi) [www.sell.fi](http://www.sell.fi)

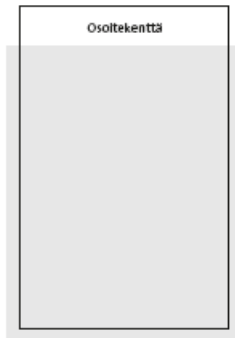
# ADVERTISEMENT SIZES

Size: width mm x height mm



## FRONT COVER

By agreement on yearly basis.



## BACK COVER

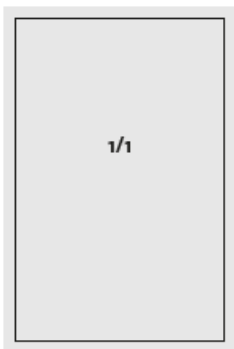
Total surface 210x270 mm  
+ bleed 5 mm



## SPREAD

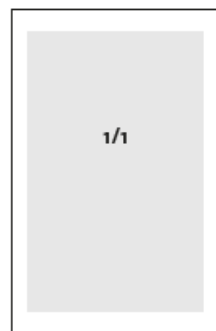
Total surface 420 mm x 297 mm  
+ bleed 5 mm

Please note job advertisements: width always 170 mm, height as you wish up to 240 mm.



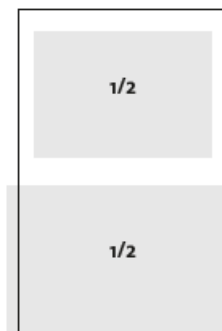
## 1/1:

Total surface  
210 mm x 297 mm  
+ bleed 5 mm



## 1/1:

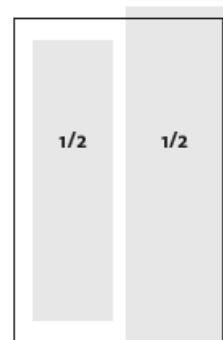
Surface without margins  
177 mm x 249 mm



## 1/2 HORIZONTAL:

Surface without margins  
177 mm x 122 mm

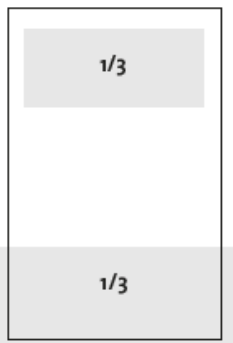
Total surface  
210 mm x 145 mm  
+ bleed 5 mm



## 1/2 VERTICAL:

Surface without margins  
86 mm x 249 mm

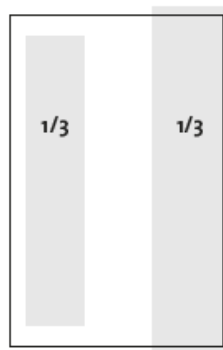
Total surface  
105 mm x 297 mm  
+ bleed 5 mm



## 1/3 HORIZONTAL:

Surface without margins  
177 mm x 80 mm

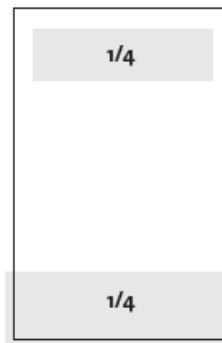
Total surface  
210 mm x 95 mm  
+ bleed 5 mm



## 1/3 VERTICAL:

Surface without margins  
55 mm x 249 mm

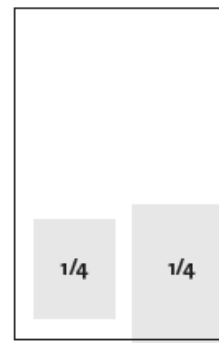
Total surface  
67 mm x 297 mm  
+ bleed 5 mm



## 1/4 HORIZONTAL:

Surface without margins  
177 mm x 60 mm

Total surface  
210 mm x 70 mm  
+ bleed 5 mm



## 1/4 VERTICAL:

Surface without margins  
86 mm x 122 mm

Total surface  
105 mm x 145 mm  
+ bleed 5 mm