

ELÄINLÄÄKÄRI

SUOMEN ELÄINLÄÄKÄRILEHTI
FINSK VETERINÄRTIDSKRIFT

1/2016

Publisher	The Finnish Veterinary Association (registered organisation) Suomen Eläinlääkäriliitto ry - Finlands Veterinärförbund rf
Website	www.sell.fi, choose in English
Address	Aleksis Kiven katu 52–54, FIN-00510 Helsinki, Finland
Editor-in-chief	Katri Kiviniemi phone +358 9 7745 4810, email: katri.kiviniemi@sell.fi
Managing Editor	Anna Parkkari phone: +358 9 7745 4817 email: toimitus@sell.fi
Advertising	Tiina Karenius phone: +358 9 7745 4814 email: ilmo@sell.fi
Job advertisements	Anneli Itäluoma-Alanen phone: +358 9 7745 4813 email: toimitus@sell.fi
Circulation	Edition 2 800 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 ² matt
Binding	stapling
Material requirement	ready-to-print pdf (cmyk)
Page making	PPD Studio
Delivery of materials	ilmo@sell.fi , job advertisements toimitus@sell.fi
Printer	Painotalo Plus Digital Oy, Lahti
Contact person	Mikko Kallioranta, puh. 040 171 9155, mikko.kallioranta@ppd.fi
Email	studio@ppd.fi

ADVERTISING PRICES FROM Jan. 1st, 2020

Size	Black & white	Colour
Spread	2 090 euro	4 410 euro
Full page	995 euro	2 100 euro
Half page	550 euro	1 460 euro
1/3 page	370 euro	980 euro
¼ page	275 euro	775 euro

The prices quoted apply to **ready-to-print** material. Graphic design done by the Journal will be invoiced 140 e/ hour and the Journal will keep copyright to the finished material.

Job advertisements	Note: the width is 170 mm, height as you wish, up to 180 mm if on the first job advertisement page, otherwise 240 mm price is 9.10 e/mm in black&white and 10.50 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 2020

Issue	1	2	3	4	5	6	7	8	1/21
		AVC* pre 1	AVC pre 2	AVC					
Job ads	13.12.2019	13.2.	6.4.	29.5.	18.6.	16.9.	19.10.	18.11.	16.12.2020
Ads: bookings	9.1.	20.2.	9.4.	5.6.	10.8.	22.9.	23.10.	20.11.	11.1.2021
Ads: ready-to-print material	9.1.	20.2.	9.4.	5.6.	10.8.	22.9.	23.10.	20.11.	11.1.2021
Published	30.1.	12.3.	30.4.	18.6.	1.9.	8.10.	12.11.	17.12.	28.1.2021

*AVC = Annual Veterinary Congress

The Annual Veterinary Congress will be held in Helsinki from September 16th to 18th, 2020. **Inquiries about the exhibition** in Annual Veterinary Congress and about the compendium:

Fennovet, phone: +358 9 7745 4814, e-mail: tiina.karenius@fennovet.fi

www.elainlaakaripaivat.fi www.sell.fi

Job advertisements can also be published on our site, price 250 euro for a six-week period when there is not an ad in the magazine. When job advertisement is published in the magazine, visibility on site comes free of charge. Please contact toimisto@sell.fi.

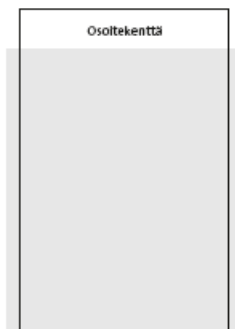
ADVERTISEMENT SIZES

Size: width mm x height mm



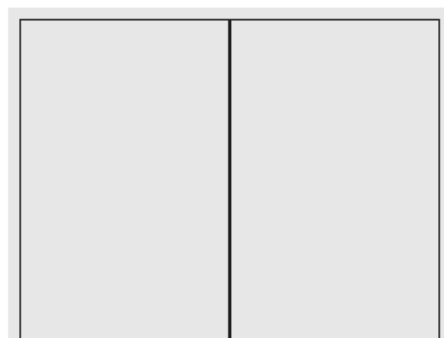
FRONT COVER

By agreement on yearly basis.



BACK COVER

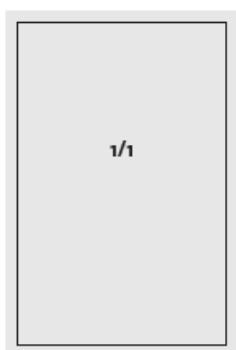
Total surface 210x270 mm + bleed 5 mm



SPREAD

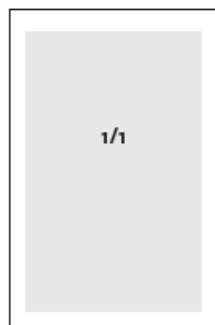
Total surface 420 mm x 297 mm + bleed 5 mm

Please note job advertisements: width always 170 mm, height on the first job advertisement page up to 180 mm, otherwise up to 240 mm.



1/1:

Total surface
210 mm x 297 mm
+ bleed 5 mm



1/1:

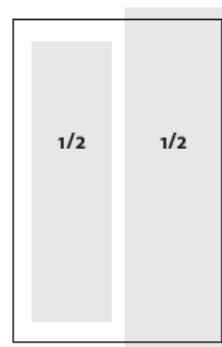
Surface without margins
177 mm x 249 mm



1/2 HORIZONTAL:

Surface without margins
177 mm x 122 mm

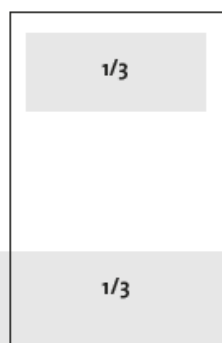
Total surface
210 mm x 145 mm
+ bleed 5 mm



1/2 VERTICAL:

Surface without margins
86 mm x 249 mm

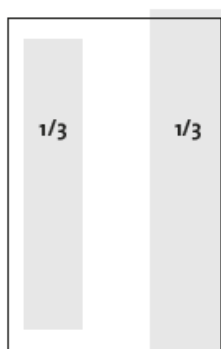
Total surface
105 mm x 297 mm
+ bleed 5 mm



1/3 HORIZONTAL:

Surface without margins
177 mm x 80 mm

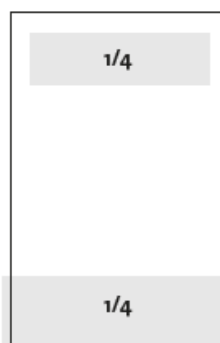
Total surface
210 mm x 95 mm
+ bleed 5 mm



1/3 VERTICAL:

Surface without margins
55 mm x 249 mm

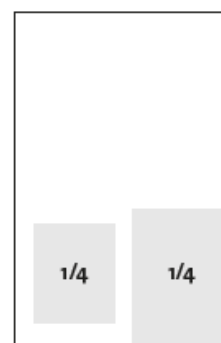
Total surface
67 mm x 297 mm
+ bleed 5 mm



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