

ELÄINLÄÄKÄRI

THE FINNISH VETERINARY JOURNAL

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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
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ADVERTISING PRICES FROM Jan. 1st, 2021

Size	Black & white	Colour
Spread	2 130 euro	4 495 euro
Full page	1 015 euro	2 142 euro
Half page	561 euro	1 490 euro
1/3 page	380 euro	1 000 euro
¼ page	285 euro	791 euro

The prices quoted apply to **ready-to-print** material. Graphic design done by the Journal will be invoiced 143 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 9.40 e/mm in black&white and 10.70 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 2021

Issue number	1	2	3	4	5	6	7	8	1/2022
Publishing date	28.1.2021	18.3.	6.5.	23.6.	2.9.	7.10.	12.11.	17.12.	28.1.2022
Job advertisements	16.12.2020	22.2.	6.4.	28.5.	18.6.	9.9.	19.10.	19.11.	11.1.2022
Advertising bookings	16.12.2020	22.2.	6.4.	28.5.	18.6.	9.9.	19.10.	19.11.	15.12.2021
Ready advertising mat.	11.1.2021	1.3.	12.4.	31.5.	16.8.	16.9.	25.10.	24.11.	11.1.2022

The Annual Veterinary Congress will be held in Helsinki Dec. 8-10, 2021.
Inquiries about the exhibition in Annual Veterinary Congress:

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.

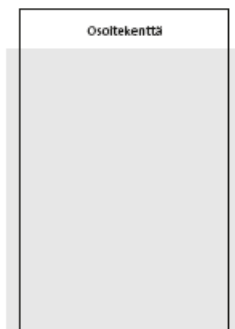


ADVERTISEMENT SIZES

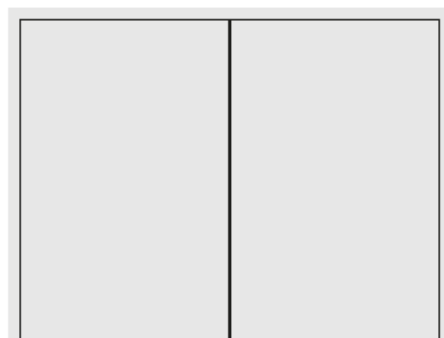
Size: width mm x height mm



FRONT COVER
By agreement on yearly basis.

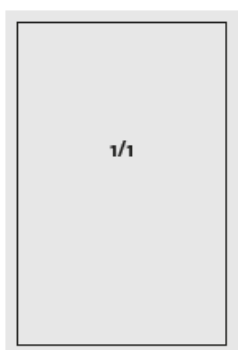


BACK COVER
Total surface 210x270 mm
+ bleed 5 mm

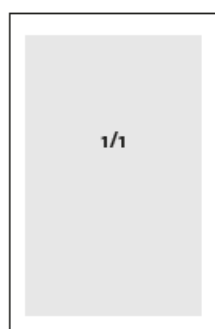


SPREAD
Total surface 420 mm x 297 mm
+ bleed 5 mm

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



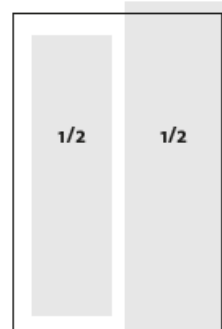
1/1:
Total surface
210 mm x 297 mm
+ bleed 5 mm



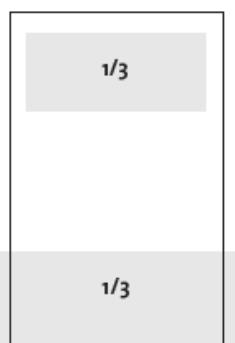
1/1:
Surface without margins
177 mm x 249 mm



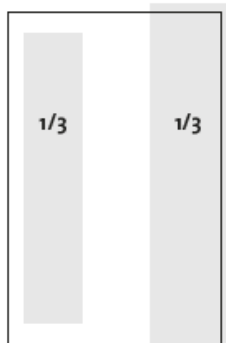
1/2 HORIZONTAL:
Surface without margins
177 mm x 122 mm
Total surface
210 mm x 145 mm
+ bleed 5 mm



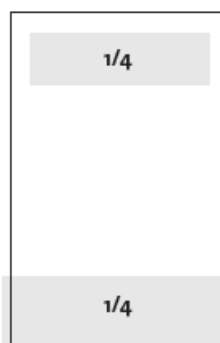
1/2 VERTICAL:
Surface without margins
86 mm x 249 mm
Total surface
105 mm x 297 mm
+ bleed 5 mm



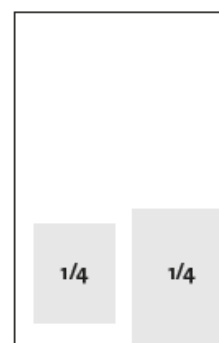
1/3 HORIZONTAL:
Surface without margins
177 mm x 80 mm
Total surface
210 mm x 95 mm
+ bleed 5 mm



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