

NIL's YEARBOOK 2012 – JUBILIEE ISSUE INFORMATION FOR ADVERTISERS

Published: June 2012
Edition: 4500 copies
Format: 22 x 29,7 cm
Sales commence on: Tuesday, 25 October 2011



ADVERTISEMENT FORMATS AND PRICES (EXCL. 25% VAT)

| TYPE | PRICE | FORMAT | (width x height) |
|----------------------------|--------------|--|-------------------------------|
| Special page* A | NOK 48 000,- | Full page: | 22 x 29,7 cm + 3 mm bleed |
| Special page* B | NOK 40 000,- | Full page: | 22 x 29,7 cm + 3 mm bleed |
| Special page* C | NOK 36 000,- | Full page: | 22 x 29,7 cm + 3 mm bleed |
| 2/1 page (spread)** | NOK 56 000,- | Spread: | 44 x 29,7 cm + 3 mm bleed |
| 1/1 page right | NOK 33 000,- | Full page: | 22 x 29,7 cm + 3 mm bleed |
| 1/1 page left | NOK 30 000,- | Full page: | 22 x 29,7 cm + 3 mm bleed |
| 1/2 page | NOK 17 000,- | Vertical format: Horisontal format: | 19,5 x 13 cm 9,5 x 26,6 cm |
| 1/4 page | NOK 10 000,- | Vertical format only: | 9,5 x 13 cm |

*SPECIAL PAGES

There are nine special pages. These are sold only as full page format and are:

Special page A: page 2 and 3. Page 2 is the inside of the front cover

Special page B: page 4, 5, 6, 7, the inside of the back cover, and the next to last page

Special page C: the page to the right of the advertisers' index

These pages have an important placement in the yearbook and NIL reserves the right to quality-check the design of these advertisements, and give suggestions to improvements to ensure a high visual and technical standard. Changes will be made in dialogue with the advertiser, who must approve the final result.

**Price for regular pages only (non-special pages).

REQUIREMENTS FOR MATERIAL

Material must be submitted ready to print. Digital submissions only are accepted, in the form of a **high-resolution PDF** in **CMYK** colour space. Fonts must either be outlined or embedded in the PDF. Set compatibility to Acrobat 5.0 (PDF 1.4).

Full page advertisements must have crop marks and a minimum of 3 mm bleed.

Half and quarter-page advertisements do not need crop marks or bleed. We recommend crop marks if your advertisement has a thin line around it.

Questions regarding technical requirements should be addressed to Steffen Kørner Ludvigsen, please find contact information on the next page.

IMAGES

Resolution images: 300 ppi
Papir: G-Print FSC; cover 300 g/m², interior 115 g/m²
CMYK-colour profile: ISOcoated_v2_300_eci.icc

ORDER CONFIRMATION AND FIRST INVOICE

A written order confirmation will be sent when an order is placed. Advertisers have a week to confirm/correct: order, contact information, postal address, e-mail address, the name used in the the yearbook's advertiser index page, to whom and where you wish your complimentary yearbook copy to be sent, and other eventual mistakes. The first invoice (50% of the advertisement fee) will be sent one week after the order confirmation. **Your order will be cancelled if the first invoice is not paid by its due date.**

DELIVERY

Your print-ready PDF-file should be sent by e-mail to Sales Coordinator Steffen Kørner Ludvigsen, steffen.nil@gmail.com. Material over 15 MB should not be sent directly by e-mail, but can be sent with a file transfer system of your choice, for example the free service Yousendit (www.yousendit.com), Dropbox (www.dropbox.com), or your own FTP system.

Material on CD-Rs/DVD-Rs may be delivered to NIL if preferred, please find postal address below.
If you wish that your material be returned, please mark the envelope clearly with the text "Please return material".

NIL does not proof-read or colour-check advertisements before printing.
NIL does not refund complaints regarding advertisements with problems caused by faulty material.
NIL does not refund complaints regarding index entries if the advertiser has failed to inform us about mistakes on the order confirmation.

DELIVERY DEADLINE

Print-ready material should be delivered by Monday, 5 March 2012.

PAYMENT

Pr. 14 days net. 50% of the amount will be invoiced one week after the order confirmation is issued. The outstanding amount will be invoiced upon delivery of the yearbook in June 2012. Invoices are issued from NIL. Transaction costs are paid by the advertiser.

THE YEARBOOK

All advertisers receive one copy of the yearbook. Contact your salesperson for additional copies.

CONTACT INFORMATION

For your designated salesperson's contact information, please refer to the invitation you have received, or request the info from Steffen Kørner Ludvigsen.

Sales Coordinator

Steffen Kørner Ludvigsen
e-mail: steffen.nil@gmail.com
tel.: +47 95 97 55 77

Director of Sales

Claudia C. Sandor
e-mail: claudia@claudia.as
tel.: +47 984 54 866

Postal address

NIL
Josefines gate 34
N-0351 Oslo

NEED ASSISTANCE WITH DESIGNING YOUR ADVERTISEMENT?

Graphic designer Steffen Kørner Ludvigsen may be contacted if you are in need of help to design your advertisement, or adjust existing material. This is done via Ludvigsen's company, separately from NIL. Ludvigsen's hourly fee is NOK 500 ex. VAT 25%. Please find his contact information above.