

GENERAL

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ADVERTISING POSSIBILITIES

Boekoe Pienter : print run 25.000 copies, fair catalogue, only available at Tong Tong Fair, free, while supplies last, contains floor plans, listings of exhibitors, programme overview of the theatres, background information on several components of the 62nd Tong Tong Fair

De Sobat : print run 3.000 copies, deluxe mini-magazine for relations of the Tong Tong Foundation, with attention for music en dance, culinary matters, film, travel, art, books, appears each year in spring and fall

(Thematic) wall : possibility to display A2-size posters on the designated walls at Tong Tong Fair. Walls are thematic: food, tourism, culture

TECHNICAL DATA	BOEKOE PIENTER	DE SOBAT
Page lay-out	148,5 x 210 mm (A5)	148,5 x 210 mm (A5)
Type area	138 x 200 mm	138 x 200 mm
Printing process	web offset	sheet fed offset
Paper	60 grammes matte mc	135 grs silk mc
Colour	full colour	full colour
Screen	70-line	70-line
Finish	stapled brochure	stapled brochure

(THEMATIC) WALL AT TONG TONG FAIR	
Size	poster A2 (420 x 594 mm)
Location	See floor plan
Theme	food, tourism, culture
Rate	€ 200 excl. 21% VAT and excl. production costs of the poster itself
Deadline	reserve before May 7, 2020 via advertenties@tongtong.nl

SIZE & RATES	MEASUREMENT IN MM	RATES IN EUROS (EX. 21% BTW)	
	WIDTH X HEIGHT	BOEKOE PIENTER	DE SOBAT
1/1 – portrait	138 x 200	€ 900	€ 200
1/2 – portrait	68 x 200	€ 495	€ 115
1/2 – landscape	138 x 99	€ 495	€ 115
1/4 – portrait	68 x 99	€ 275	€ 65

- **Extra charge back page:** + 100% of advertising costs (1/1 page)
- **Hourly rate studio** (excl. 21% VAT): € 75
- **Inserts De Sobat:** rate for 1/1 page + costs of inserting and possible extra postage costs

PLANNING 2020			
EDITION	DEADLINE RESERVATIONS	FINAL DEADLINE READY-MADE MATERIAL	PUBLICATION DATE
De Sobat fall 2019	November 4, 2019	November 11, 2019	November 30, 2019
De Sobat spring 2020	April 6, 2020	April 9, 2020	May 2, 2020
Boekoe Pienter 2020	May 7, 2020	May 12, 2020	May 28, 2020

- **Cancellation period:** 4 weeks before publication date. In case of a contract for multiple placements, the rates for previous placements will be altered.

SPECIFICATIONS READY-MADE ADVERTISING MATERIAL:

- Certified PDF (PDF/X-1a:2001 – coated FOGRA39), in combination with a colourfast reference print
- Resolution at least 300 dpi, **ink coverage 300% maximum**
- When creating a page bleed, please use a 3mm bleed on all sides
- Please include name and phone number of contact with your materials

- The publisher reserves the right to refuse advertisements without giving reasons.
- The publisher strives for a correct display of received materials. Should advertiser fail to include a colourfast reference print, the publisher will simply use the certified pdf and cannot give any guarantee for the end result.
- Unsuitable or incomplete material or the late delivery of materials, might lead to extra costs for the advertiser.