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2010 English version Cobouw Product advertisements

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2010

Deze tariefkaart voldoet aan de voorschriften zoals vastgelegd in Bindende Besluiten van de Groep Uitgevers voor Vak en Wetenschap. Daardoor biedt het adverteerders garanties betreffende de objectiviteit van op deze kaart opgenomen informatie.
Informatie: Groep Uitgevers voor Vak en Wetenschap van het Nederlands Uitgeversverbond, telefoon: (020) 430 91 65.

HOI
PRINT

DAGBLAD VOOR DE BOUW
Cobouw

Nederlands
groep uitgevers voor vak en wetenschap
uitgeversverbond



GENERAL INFORMATION

Title : Cobouw
Subtitle : daily paper for the construction industry
Published by : Sdu Uitgevers
Postbus 20025, 2500 EA Den Haag
Prinses Beatrixlaan 116,
2595 AL Den Haag
www.sdu.nl
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Mediaservice : e-mail: mediaservice@sdu.nl
fax +31(0)70 - 799 98 67
www.cobouw.nl

EDITORIAL FORMULA

: The specialist daily Cobouw aims at the Dutch construction industry and is independent. Cobouw aims at persons who have a professional relation with the construction industry. These involve policymakers, customers, project developers, designers, consultants, financiers, suppliers and anybody who is involved in construction. Cobouw also comprises the feature Building news, etc., which provides news about building activities in various stages of preparation and the calls for tenders of the authorities. The technical feature reflects the innovations in material and equipment. Cobouw brings news in the political, economic, financial and social fields.

Editorial address: Sdu Uitgevers
Postbus 49
2501 CA Den Haag
www.cobouw.nl

editor in chief : drs. Marcel Henst

CIRCULATION (survey period: Q03/2008 - Q02/2009)

AVERAGE NUMBERS PER ISSUE	TOTAL
1 Subscriptions	
1.1 Paid subscriptions at standard rates	11.150
1.2 Paid subscriptions at special rates	426
1.3 N.A.	0
1.4 Membership subscriptions	0
1.6 Unsubscribed sales at recommended rates	0
1.7 Unsubscribed sales at special rates	0
1.8 Paid plural subscriptions at recommended rates	13
1.9 Paid plural subscriptions at special rates	0
1 = TOTAL SUBSCRIPTION CIRCULATION	11.589
2.1 Controlled Circulation	0
2.2 Targeted unpaid circulation	920
2 = TOTAL TARGETED CIRCULATION	920
3.1 Other paid circulation at standard rates	0
3.2 Other paid circulation at special rates	0
3.3 Free of charge circulation	77
3 = TOTAL OTHER CIRCULATION	77
1+2+3 = TOTAL CIRCULATION	12.586

STATEMENT

Alongside are the weighed averages of the edition specification (HOI quarters 3 and 4 '08, 1 and 2 '09). For the latest edition details we refer you to the HOI-website www.hoi-online.nl. For the determination of the edition of stitched sections and inserts you are advised to contact the publisher.
Associated with Het Oplage Instituut (The Edition Institute)

SALE PRICES

advertising rates : per year (excl. VAT)
The Netherlands : € 629,--
Other countries : € 945,--
Price per copy : € 4,90

Advertisement terms and conditions: All orders are agreed upon and executed in compliance with the advertisements terms and conditions of Sdu Uitgevers. These can be obtained by clicking the link 'advertentievoorwaarden' on the following webpage: www.sdu.nl/adverteerders.

COBOUW TABLOID RATE CARD											available positions			
product advertisements											available positions			
Cebuco	box format	description	width	height	loose insertion	contract *basic rate	contract discount ≥ 1 page	contract discount ≥ 2 page	contract discount ≥ 5 page	contract discount ≥ 10 page	contract discount ≥ 20 page	contract discount ≥ 40 page		
1.	2/1	Spread	550	398				8%	12%	16%	20%	24%		
2.	1/1	Full page	266	398		€ 4.223	4%	8%	12%	16%	20%	24%		
3.	1/2	Half page landscape	266	190	€ 4.233	€ 2.112	4%	8%	12%	16%	20%	24%		ed
4.	1/2	Half page block	212	238	€ 4.223	€ 2.112	4%	8%	12%	16%	20%	24%		ed
5.	1/4	Quarter page portrait	104	238	€ 2.112	€ 1.056	4%	8%	12%	16%	20%	24%		ed
6.	1/4	Quarter page block	158	166	€ 2.112	€ 1.056	4%	8%	12%	16%	20%	24%		ed
7.	1/4	Quarter page block landscape	212	118	€ 2.112	€ 1.056	4%	8%	12%	16%	20%	24%		ed
8.	1/4	Quarter page landscape	266	94	€ 2.112	€ 1.056	4%	8%	12%	16%	20%	24%		ed
13.	1/8	One-eighth block	104	118	€ 1.057	€ 528	4%	8%	12%	16%	20%	24%		fp ed
14.	1/8	One-eighth landscape	266	46	€ 1.057	€ 528	4%	8%	12%	16%	20%	24%		fp ed
	1/16	One-sixteenth portrait	50	118	€ 527	€ 264	4%	8%	12%	16%	20%	24%		fp ed
18.	1/16	One-sixteenth landscape	104	58	€ 527	€ 264	4%	8%	12%	16%	20%	24%		fp ed
11.	2/5	Two fifths portrait	104	375	€ 3.378	€ 1.689	4%	8%	12%	16%	20%	24%		ed
12.	2/5	Two-fifths block portrait	212	190	€ 3.378	€ 1.689	4%	8%	12%	16%	20%	24%		ed
9.	1/5	One-fifth portrait	104	190	€ 1.689	€ 845	4%	8%	12%	16%	20%	24%		ed
10.	1/5	One-fifth landscape	212	94	€ 1.689	€ 845	4%	8%	12%	16%	20%	24%		ed
15.	1/10	One-tenth portrait	50	190	€ 845	€ 422	4%	8%	12%	16%	20%	24%		fp ed
16.	1/10	One-tenth block	104	94	€ 845	€ 422	4%	8%	12%	16%	20%	24%		fp ed
17.	1/10	One-tenth landscape	212	46	€ 854	€ 422	4%	8%	12%	16%	20%	24%		fp ed
19.	1/20	One-twentieth portrait	50	94	€ 422	€ 211	4%	8%	12%	16%	20%	24%		fp ed
20.	1/20	One-twentieth landscape	104	46	€ 422	€ 211	4%	8%	12%	16%	20%	24%		fp ed
	1/40	One-fortieth portrait	50	46	€ 212	€ 106	4%	8%	12%	16%	20%	24%		fp ed
	1/40	One-fortieth landscape	104	22	€ 212	€ 106	4%	8%	12%	16%	20%	24%		fp ed

* Placed within 1 month

SURCHARGES

front page	: 3x
other editorial pages and building news agreed special place	: 1.5x
fridays	: 10% on contract rate
1 supporting colour	: 25% on basic rate
2 supporting colour	: 35% on basic rate
full colour	: 35% on basic rate

TECHNICAL DATA
technical costs

: For work without repro-ready material technical costs are charged (minimum € 29,00). Completely prepared digital material in accordance with our specifications: no technical costs.

costs for typesetting and layout digital delivery

: Upon request
: via e-mail: loap@sdu.nl

Internet:
internetgateway.wamnet.com
Username: gastloap
Password: gastloap
Choose the ADS Job Ticket and fill in the Jobdetails on the ADS tab.

ISDN Manager:
tel. +31(0)70-335 12 99
Username: GAST-AP (capitals)
Password: ap

printing process	: offset rotation
paper type cover	: 52 grs enhanced white
paper type inside work	: 52 grs enhanced white
grid full colour	: 34 (80 dpi)
grid black and white	: 34 (80 dpi)

Specifications for reproduction material that is ready for printing:

Certified PDF.
The branche-organizations Cebuco, KVGGO, OPPO, NUV and VEA have established a standard for newspaper-type publications:
Certified PDF Daily newspapers the Netherlands.
This Certified PDF standard works on the basis of Enfocus Certified PDF technology.
Latest version of the profile (Cebuco Newspaper Ads) and more information about Certified PDF can be found at: www.certifiedpdf.net
Supply with your Certified PDF file a laserprint of 100% including crop marks and fitting crosses.
Our full technical specifications and prepress-rates are available upon application.

Printing specifications

Maximal point broadening 50% section approx. 28%.
Tolerance +/- 4%.
Standard solid area densities: cyan 0.90, magenta 0.90, black 1.10, yellow 0.90. tolerance +/- 0.05.
GCR: maximum ink black 90%. Total ink share 240% and addition of undercolour 0%.
UCR 60% necessary. Diapositive text at least 10 points.
Run-on type at least 8 points.

PUBLICATION DATES

The specialist daily Cobouw appears daily. On Saturdays the combined edition Saturday / Monday appears. During the building holidays in summer and festive days Cobouw has adjusted dates of issue. More information upon request.

Delivery/making reservations advertising material Cobouw
one working day prior to publication before 11.00AM.