

il giornale della *musica*



periodicity 11 issues (July-August one issue)
format full color tabloid

delivery in newsstands each month 1st day (except August)
first year of publication 1985

CONTACT

advertising manager:

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editorial staff: gdm@giornaledellamusica.it

via Pianezza 17, 10149 Torino (Italy)

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ADVERTISING PRICE LIST

valid from January 2010

VAT is 20%; rates are both for coloured and black & white ads.

* Discounts are valid for bookings of at least 3 issues

- **specific position:** 30% surcharge
- **agency commission:** 15%
- **advertising deadline:** the 10th of the month before the date of publication

TECHNICAL REQUIREMENTS

• We accept files in **PDF ACROBAT DISTILLER**, option PRINT OPTIMIZED or PRESS OPTIMIZED (not PDF Writer).

For .TIFF or .JPG files the resolution must be 600 dpi. Please send files by e-mail: pubblicita@giornaledellamusica.it.

For files of more than 3 or 4 megabytes, you should send us a CD by courier. Please address it to:

"il giornale della musica", Advertisement department, via Pianezza 17, 10149

Torino Italy, or by FTP.

• "il giornale della musica" is printed in roto-offset on newspaper paper, so please:

1. **do not use small print in more than one main colour or composite selections of 4 colours** (cyan, yellow, magenta, black); **use no more than 2 colours** (for example: 80% magenta + 100% yellow = orange). Use 100% black for black prints.

2. **do not use small print** (less than 11-12 fonts).

3. Please use colour only for images and avoid shadowed texts or texts with borders and colour inserts; avoid fields of dark colour with black text.

The advertising and graphic department of 'il giornale della musica' will ensure that all the files follow the technical requirements listed above before publication in order to keep the printing quality standards.

While saving the files as .pdf, please choose the options "Preserve Illustrator editing capabilities" and "Embed page thumbnails".

For .pdf files, please specify both application (Illustrator, Freehand, Indesign etc.) and version used. If possible - especially for vector design applications (Illustrator, Freehand, Coreldraw, etc.) - we suggest to convert text into path. For Illustrator .pdf files, please make sure that the **PRESERVE ILLUSTRATOR EDITING CAPABILITIES** is active.

€ 150,00*	€ 260,00*	€ 400,00*
mm 82 x 58	mm 82 x 89	mm 82 x 120
€ 500,00*	€ 800,00*	€ 960,00*
mm 82 x 151	mm 126,5 x 151	mm 257 x 89
€ 1070,00*	€ 3200,00*	€ 4180,00*
mm 82 x 310,5	mm 257 x 336 full page	mm 257 x 336 back cover

TRIM SIZES

ADVERTISING FLIERS

please contact the advertising department

CHARGES FOR COMPOSITION AND ADJUSTMENT OF WORD.rtf FILES

- up to f. 82x120 mm € 20,00 + VAT 20%
 - from f. 82x151 mm to f. 257x89 mm € 35,00 + VAT 20%
 - f. 82x310,5 mm € 70,00 + VAT 20%
 - more than f. 82x310,5 mm € 150,00 + VAT 20%
- TRANSLATION CHARGES: € 20,00 + VAT 20%

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ADVERTISING ONLINE

advertising price list valid from January 2010

banner home page / rol* / edicola / cartellone / news / annunci / gdmonline

The screenshot shows the homepage layout with several key areas marked with numbers 1 through 6:

- 1**: The main navigation bar and header area.
- 2**: A large featured article or image area in the center.
- 3**: The top right corner area.
- 4**: The footer area.
- 5**: A small article or box in the bottom left corner.
- 6**: A small article or box in the middle left section.

1. HEADER
px 940x45 € 450,00

2. SIDE BIG
px 300x250 € 350,00

3. TOP RIGHT/LEFT HEADER
px 160x90 € 300,00

4. FOOTER
(only news, ROL, cartellone, annunci)
px 660x45 € 300,00

5. COLUMN EDICOLA (only home page)
px 200x80 € 250,00

6. COLUMN NORMAL (only home page)
px 200x80 € 200,00

newsletter

sent on the 1st of the month to our mailing list

TOP HEADER (NOT EXCLUSIVE)
px 262x44 € 100,00

*ROL: Reviews On Line

NOTES

Length: 1 month (divisible in weeks)

Technical requirements: JPEG exported in RGB (please do not use CMYK); GIF; GIF animated. No SWF files. Provide us with your website link

Discounts: for a booking of at least 2 months there will be a 10% discount on the full rate

Charges: Composition and adjustments of the files will be charged

Advertising deadlines:

the banner should be booked at least 5 working days before the date of publication. The technical material should be delivered at least 3 days before. Order and material should be delivered by the 20th of the month before the month of interest for banners on the newsletter.

This screenshot shows a specific section of the website, 'RETE TOSCANA CLASSICA', which lists various musical events and performances. A prominent banner for 'CINARS2008' is visible, advertising a key event for performing arts professionals.