



Price List No. 53

Valid from 01.01.2023



Promotional advertisements / advertorials



Example: 2/1 page

Brief profile

Promotional advertisements / advertorials (sponsored pages) are pages with editorial content, that are submitted by a client (text, layout etc.). Please request a corresponding working file from the publisher.

The fixed components of Euro, such as the logo, the sections bar, the Euro fonts, Euro standard colours (red and petrol) and editorial text boxes may not be used.

The promotional pages must be submitted in binding form to the publisher for its information and approval before printing. The pages will be clearly marked as an "advertisement". The publisher reserves the right to reject promotional pages containing dubious content.

Typography

Use of typography in the style of Euro is permitted. Please refer to the right for recommended fonts.

Layout editing

The publisher may edit the layout itself. The associated costs will be invoiced separately according to the expenditure incurred.

Prices

1/1 page 4c: € 13,500.-

2/1 page 4c: € 27,000.-

Statutory turnover tax shall be added to net prices.

Discount

The discount rates of the Euro advertising price list no. 53 apply. Technical information data is analogous to the Euro advertising price list. This form of advertising is only available to a limited extend, please enquire about availability.

Example: fonts



Helvetica - regular, 12 pt.

Position: 7,5 mm from the upper margin left and right on the type area

Line: 0,5 pt. Position: 13 mm from the upper margin = upper area of the type area

Helvetica - bold, 12 pt. Helvetica - regular, 8 pt. Helvetica - bold or regular, 8 pt.

Goudy oder Times, 9,5 oder 11pt.

Helvetica Neue - black condensed, 38 pt.

Business conditions: The publisher's General Business Conditions apply to the handling of advertisement orders, special inserts and third-party supplements. Our full General Business Conditions for newspapers and magazines are available at www.finanzenverlag.de/agnb or will be sent to you on request.



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