

# RATE CARD 2010

Ad rates effective 1st January, 2010



POLAND

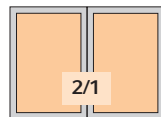


## Ad Rates

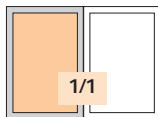
| Format                       | 4C     |        |
|------------------------------|--------|--------|
|                              | UK £   | €      |
| Double Page Spread (2/1)     | £ 4200 | € 4600 |
| Full Page (1/1)              | £ 2100 | € 2300 |
| Inside Front Cover (1/1, 4c) | £ 2600 | € 2875 |
| Inside Back Cover (1/1, 4c)  | £ 2300 | € 2530 |
| Outside Back Cover (1/1, 4c) | £ 2600 | € 2875 |
| Half Page (1/2) horizontal   | £ 1050 | € 1150 |
| Half Page (1/2) vertical     | £ 1050 | € 1150 |
| Half Page (1/2) Island       | £ 1050 | € 1150 |
| Third Page (1/3) horizontal  | £ 700  | € 765  |
| Third Page (1/3) vertical    | £ 700  | € 765  |
| Quarter Page 1/4 Box         | £ 525  | € 575  |
| Quarter Page 1/4 vertical    | £ 525  | € 575  |
| Quarter Page 1/4 horizontal  | £ 525  | € 575  |

## Ad Formats

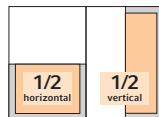
All formats in mm: width x height. Magazine trim size: 210 x 297 mm



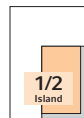
T: 394 x 244  
R: 420 x 297  
B: 426 x 303



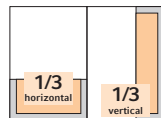
T: 179.5 x 244  
R: 210 x 297  
B: 216 x 303



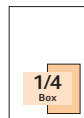
T: 179.5 x 122 T: 87 x 244  
R: 210 x 148 R: 103 x 297  
B: 216 x 151 B: 106 x 303



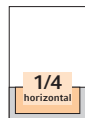
T: 118 x 160  
R: 150 x 208  
B: 134 x 185



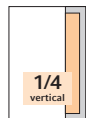
T: 179.5 x 77 T: 56.5 x 244  
R: 210 x 102 R: 69.5 x 297  
B: 216 x 105 B: 72.5 x 303



T: 87 x 122  
R: N/A  
B: N/A



T: 179.5 x 51  
R: 210 x 77  
B: 216 x 80



T: 39.5 x 244  
R: 52.5 x 297  
B: 55.5 x 303

T: Type Area  
R: Trim Size  
B: Bleed Size

## Linux-Magazine Poland

The Polish-language edition of Linux Magazine is published monthly with a double-sided DVD. Adapted for the Polish market, it serves IT managers, system administrators and developers. Advertising in the Polish edition of Linux Magazine gives you a unique opportunity to reach a vast number of IT professionals at a modest price.

## Deadlines

| Issue            | Ad Close       | Materials Close | Delivery Loose Inserts | On Sale        |
|------------------|----------------|-----------------|------------------------|----------------|
| 01/2010 (Nr. 71) | Fri, 30 Oct 09 | Tue, 03 Nov 09  | Fri, 06 Nov 09         | Tue, 15 Dec 09 |
| 02/2010 (Nr. 72) | Mon, 15 Dec 09 | Tue, 16 Dec 09  | Mon, 04 Jan 10         | Fri, 15 Jan 10 |
| 03/2010 (Nr. 73) | Wed, 20 Jan 10 | Thu, 21 Jan 10  | Tue, 02 Feb 10         | Mon, 15 Feb 10 |
| 04/2010 (Nr. 74) | Thu, 18 Feb 10 | Fri, 19 Feb 10  | Tue, 02 Mar 10         | Mon, 15 Mar 10 |
| 05/2010 (Nr. 75) | Wed, 17 Mar 10 | Thu, 18 Mar 10  | Wed, 31 Mar 10         | Thu, 15 Apr 10 |
| 06/2010 (Nr. 76) | Thu, 15 Apr 10 | Fri, 16 Apr 10  | Wed, 28 Apr 10         | Fri, 14 May 10 |
| 07/2010 (Nr. 77) | Wed, 19 May 10 | Thu, 20 May 10  | Wed, 02 Jun 10         | Tue, 15 Jun 10 |
| 08/2010 (Nr. 78) | Fri, 18 Jun 10 | Mon, 21 Jun 10  | Thu, 01 Jul 10         | Thu, 15 Jul 10 |
| 09/2010 (Nr. 79) | Mon, 19 Jul 10 | Tue, 20 Jul 10  | Mon, 02 Aug 10         | Thu, 12 Aug 10 |
| 10/2010 (Nr. 80) | Wed, 18 Aug 10 | Thu, 19 Aug 10  | Wed, 01 Sep 10         | Wed, 15 Sep 10 |
| 11/2010 (Nr. 81) | Thu, 16 Sep 10 | Fri, 17 Sep 10  | Thu, 30 Sep 10         | Fri, 15 Oct 10 |
| 12/2010 (Nr. 82) | Wed, 20 Oct 10 | Thu, 21 Oct 10  | Tue, 02 Nov 10         | Mon, 15 Nov 10 |
| 01/2011 (Nr. 83) | Wed, 17 Nov 10 | Thu, 18 Nov 10  | Wed, 01 Dec 10         | Wed, 15 Dec 10 |

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## General

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