

# MEDIA PACK 2011

Ad rates effective 1st January, 2011



## Engaging the Ubuntu User Community

LINUX NEW MEDIA AG  
The Pulse of Open Source

[www.ubuntu-user.com](http://www.ubuntu-user.com)

UBUNTU USER

## Editorial Overview

Ubuntu User is the first print magazine devoted to the rapidly growing Ubuntu user community and offers a comprehensive look at the complete Ubuntu environment. Each issue provides insights for Ubuntu developers, system administrators, and end-users on the best tools and the smartest strategies for configuring and managing Ubuntu systems.

### In the pages of Ubuntu User, you'll find:

- Advanced technical articles on topics such as system management, networking, encryption, and performance tuning
- Advice from the experts on troubleshooting and security
- Reviews of popular products and programs
- Interviews with important Ubuntu community leaders
- Reports on past and future Ubuntu events

Ubuntu User is targeted to a new generation of professional Linux users who are bringing Ubuntu to desktops and server rooms around the world. Our readers are the open source experts who offer recommendations on the best tools and services for Ubuntu environments.



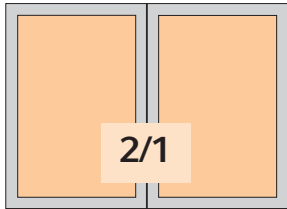
## Deadlines

Dates are subject to change.

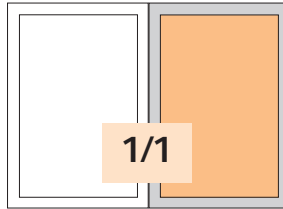
Issue	Space Close	Materials close	Inserts Delivery	On Sale
02/2011 #8	Fri, 14 Jan 11	Wed, 19 Jan 11	Fri, 28 Jan 11	Sat, 12 Feb 11
03/2011 #9	Fri, 15 Apr 11	Wed, 20 Apr 11	Fri, 29 Apr 11	Sat, 14 May 11
04/2011 #10	Fri, 01 Jul 11	Wed, 06 Jul 11	Fri, 15 Jul 11	Sat, 30 Jul 11
01/2012 #11	Fri, 30 Sep 11	Wed, 05 Oct 11	Fri, 14 Oct 11	Sat, 29 Oct 11
02/2012 #12	Fri, 13 Jan 12	Wed, 18 Jan 12	Fri, 27 Jan 12	Sat, 11 Feb 12

## Ad Formats

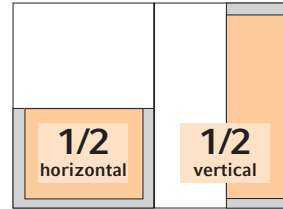
All formats in mm: width x height. Magazine trim size: 210 x 297 mm



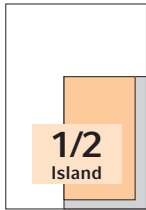
**2/1**  
T: 394 x 248  
R: 420 x 297  
B: 426 x 303



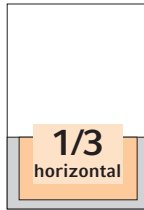
**1/1**  
T: 179.5 x 248  
R: 210 x 297  
B: 216 x 303



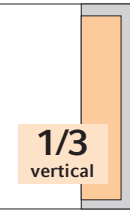
**1/2 horizontal**    **1/2 vertical**  
T: 179.5 x 128    T: 87 x 248  
R: 210 x 148    R: 103 x 297  
B: 216 x 151    B: 106 x 303



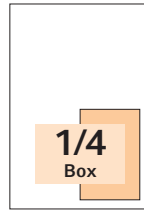
**1/2 Island**  
T: 118 x 160  
R: 131 x 182  
B: 134 x 185



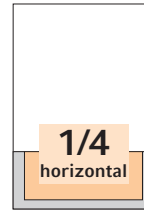
**1/3 horizontal**  
T: 179.5 x 77  
R: 210 x 107  
B: 216 x 110



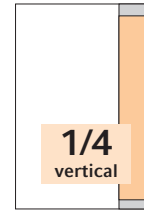
**1/3 vertical**  
T: 58 x 248  
R: 70 x 297  
B: 73 x 303



**1/4 Box**  
T: 90 x 128  
B: N/A



**1/4 horizontal**  
T: 179.5 x 59  
R: 210 x 80  
B: 216 x 83



**1/4 vertical**  
T: 42 x 248  
R: 53 x 297  
B: 56 x 303

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

See Ad Format Details and Ad File Specifications for more information.

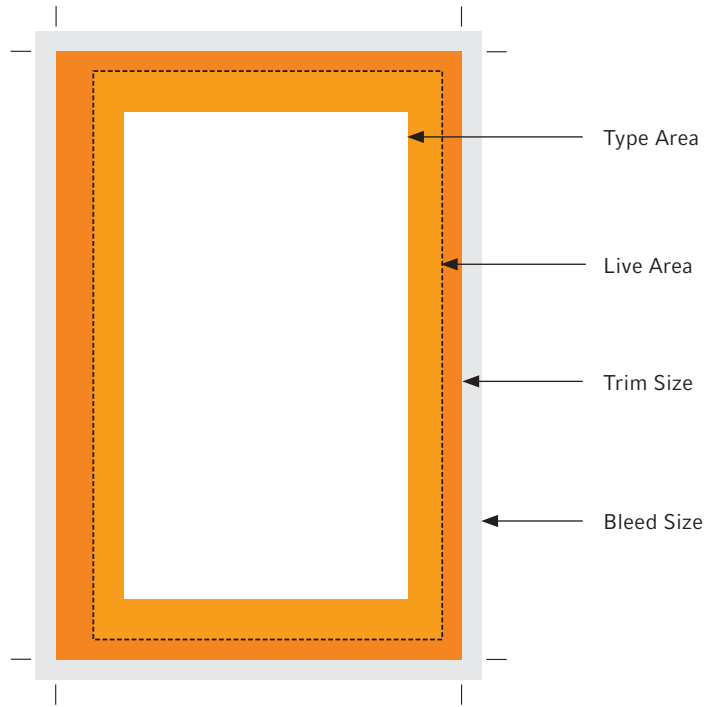
## Ad Format Details

**Type Area:** This is the space in which article text and graphics are placed. Use this ad format when your ad should be integrated into the page (the page headers and footers remain intact).

**Live Area:** All critical elements of your bleed ad should be within this space. Any text or important graphical elements outside this space are at risk of being cut during the trim process. Normally, the level of error in the trim process is very low, but there is no guarantee that elements outside the live area will not be cut.

**Trim Size:** This is final size of the magazine page, or in the case of smaller ads, the final size of the ad at the end of the production process.

**Bleed Size:** Ads that have colour or graphical backgrounds that should go to the edge of the page (bleed ads) should have additional bleed background to this size. This ensures that the background covers the entire page even if the magazine is not trimmed perfectly.



## Gross Rates

Format	Black / White		4C	
	UK £	€	UK £	€
Double Page Spread (2/1)	£ 1500	€ 2400	£ 2000	€ 3200
Full Page (1/1)	£ 750	€ 1200	£ 1000	€ 1600
Inside Front Cover (1/1, 4c)			£ 1250	€ 2000
Inside Back Cover (1/1, 4c)			£ 1100	€ 1760
Outside Back Cover (1/1, 4c)			£ 1250	€ 2000
Half Page (1/2) horizontal	£ 375	€ 600	£ 500	€ 800
Half Page (1/2) vertical	£ 375	€ 600	£ 500	€ 800
Half Page (1/2) island	£ 375	€ 600	£ 500	€ 800
Third Page (1/3) horizontal	£ 248	€ 396	£ 330	€ 528
Third Page (1/3) vertical	£ 248	€ 396	£ 330	€ 528
Quarter Page 1/4 vertical	£ 188	€ 300	£ 250	€ 400
Quarter Page 1/4 horizontal	£ 188	€ 300	£ 250	€ 400
Quarter Page 1/4 box	£ 188	€ 300	£ 250	€ 400

## Ad Specials

Please contact us for details about the delivery of inserts, bind-ins or tip-ons.

Contact: [materials@ubuntu-user.com](mailto:materials@ubuntu-user.com)

### Loose Inserts

Inserts may be added to the entire or split circulation. Splits are to be selected according to post-coded areas and/or countries (subscribed circulation only). Three samples are required on placement of order.

### Loose Insert Rates (per thousand)

up to 25 g:	£ 62 / € 95 *
extra split charge:	£ 33 / € 50 *
per additional 5 g:	£ 3 / € 5 *

\*plus postal charge for subscribed circulation, according to weight

### Technical Information

max. weight 25 g
format: min. (w x h) 105 x 145 mm
max. (w x h) 205 x 292 mm
min. quantity: 10,000 copies
complete circulation upon request

### Bind-Ins

We can accept bind-ins in our total circulation only. Three samples are required on placement of order.

### Bind-In Rates (per thousand)

2 pages	£ 33 / € 50
4 pages	£ 59 / € 90
8 pages	£ 81 / € 125
12 pages	£ 94 / € 145

formats on request

### Bind-In Formats

Technical specifications on request.

### Tip-Ons

Tip-Ons may be postcards, booklets, CD-ROMs or similar attachments on ad pages. They may only be booked in connection with Full Page or Double Page formats and are only available for full circulation. Before accepting your order, we require three samples in advance for production testing. Please ask for detailed technical specifications.

### Tip-On Rates (per thousand)

Postcards up to 25 g:	£ 26 / € 40*
CD-ROM:	£ 55 / € 85*

Format: max. 148 x 105 mm

Paper quality: 150g/sqm (mn. weight per sheet)

\*plus postal charge for subscribed circulation, according to weight

### Discounts

Loose Inserts and Bind-Ins are counted as one page in the Volume Discount Table, but are not discountable themselves.

## Contact

**Publisher:** Linux New Media AG  
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**Volume:** 3rd volume 2011  
**Frequency:** Quarterly  
**Copy price:** £7.99  
**Standard subscription:** 29.90 € / £ 24.90

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## Terms and Conditions

- The following General Terms and Conditions define an "advertising contract" as a contract for the publication of one or more ads from a given advertiser in a print medium for the purpose of distribution.
- In case of doubt, advertising contracts are to be completed within the course of one calendar year. If the contract envisages an insertion order for individual advertisements this contract is to be completed within the course of one calendar year, provided the first advertisement is released and published within the period defined in section 1.
- When entering into a contract, the advertiser can place additional advertisements above and beyond the figures stipulated by the contract within the contractual term defined in section 2.
- If, due to circumstances beyond the control of the publisher, the contract should not be fulfilled, the advertiser relinquishes any right to any discounts previously agreed and advertisements shall be paid for at the current full rate, notwithstanding any additional legal obligations. A reimbursement is not payable in circumstances of force majeure within the sphere of responsibility of the publisher.
- When calculating purchase quantities, text millimeter lines will be converted to millimeters of advertising space and charged at the current rates.
- The publisher cannot guarantee placement in specific numbers, specific issues, or in specific positions of the publication, unless the advertiser placed his order on the basis of these provisions.
- Editorial advertisements, which are defined as advertisements in the editorial sections, not directly bordering other advertisements, and due to their editorial make up not immediately recognisable as such, shall be clearly marked by the publisher using the word "Advertisement".
- The publisher reserves the right to refuse advertising contracts (including individual insertions within the context of an insertion order), inserts or attachments on account of their content, origin or technical format based on the publisher's stated policies. This also applies to advertisements placed via proxies. The publisher will inform the advertiser immediately on refusing an advertising contract.
- The advertiser is responsible for timely delivery of the advertisement copy, artwork or film, or the insert. If the advertiser supplies advertisement copy, artwork or film of an unusable quality, the publisher shall immediately request a replacement. The publisher guarantees typical printing quality for the advertising medium as permitted by the quality of the advertising copy supplied.
- In case of illegible, incorrect or incomplete reproduction of the advertising copy or artwork, the advertiser is entitled to a price reduction, or a replacement advertisement to the extent that the advertisement did not fulfill its intended purpose. The publisher shall not be held responsible for damages. Complaints must be made in writing, no less than four weeks after receipt of invoice and proof of publication. The publisher accepts no responsibility whatsoever for advertisements placed by telephone.
- Proofs are supplied on request only. The advertiser assumes responsibility for the correctness of any proofs returned to the publisher.
- If no size restrictions are specified, the actual published size shall be deemed to be the basis for advertising charges.
- If the advertiser does not pay in advance, an invoice and a proof of publication will be issued to the advertiser immediately, but at the latest within fourteen days of publication of the advertisement. The invoice is payable after receipt within the period defined in the current price list, provided that an individual settlement period, or pre-payment has been agreed upon previously. Any discounts for advance payments shall be based on the current price list.
- In case of arrears or deferrals, the publisher reserves the right to demand interest and charge for reminders issued. Furthermore, the publisher can refuse to carry out any remaining parts of a current contract until any outstanding debts have been settled by the advertiser and require prepayment for these parts. Should the publisher have reason to question the advertiser's ability to settle, the publisher reserves the right to insist on settlement of any outstanding debts, and on prepayment for outstanding orders, notwithstanding any settlement dates previously agreed.
- On request, the publisher shall supply proof of publication with the invoice. Depending on the type or scale of the advertising contract, proof of publication may take the form of an excerpt from an advertisement, a copy of a page, or a sample issue. If the publisher is unable to supply proof of publication, the publisher shall instead issue a binding statement to the effect that the advertisement has been published and distributed.
- The advertiser shall bear the cost of any film production and for substantial changes to previously agreed layouts or formats.
- Reduced circulation entitles the advertiser to a price reduction for a series of advertisements, provided the average circulation quoted in the price list current valid for the year of the first insertion in the series, or an average circulation quoted for the calendar year in any other way exceeds the actual circulation by more than 20 percent. Additionally, the advertiser is not entitled to claim a price reduction if informed by the publisher of reduced circulation in time to cancel an advertisement contract before the publication goes to print.
- In case of box number advertisements, the publisher will store and forward any replies with due care and attention. Replies to box number advertisements sent by express or registered mail will be forwarded by normal mail only. Replies to box number advertisements are stored for a period of four weeks. Any replies not collected within four weeks will be destroyed at the discretion of the publisher. The publisher will endeavor to return any valuable documents without being legally obliged to do so. To protect the advertiser and his interests, the publisher reserves the right to open any replies in order to prevent misuse of box number advertisements. The publisher is not responsible for forwarding commercial offers or offers by agents.
- For cancellation, the advertiser needs to give 28 days written notice prior to the copy deadline.
- The publisher will return advertisement copy, artwork or films to the advertiser only if explicitly requested to do so. The publisher reserves the right to destroy or dispose of at his absolute discretion any artwork, film or property which has been in his possession for three months from the termination date of the advertising contract.
- Place of performance and jurisdiction for both parties shall be Munich, Germany.
- In case of doubt, the original German language version of these Terms and Conditions shall be binding.
- Should one or more provisions in these terms and conditions be or become ineffective, the validity of the remaining conditions shall be retained.