

## Rondo Formats



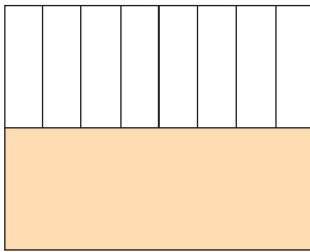
**Double page spread**  
Type area:  
538 x 384 mms  
Bleed size:  
570 x 440 mms

**26,500.-**



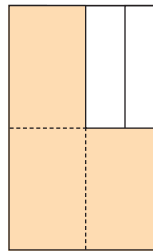
**Full page**  
Type area:  
253 x 384 mms  
Bleed size:  
285 x 440 mms

**13,250.-**



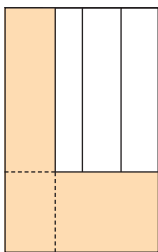
**2 half pages across fold**  
Type area:  
538 x 190 mms  
Bleed size:  
570 x 221 mms

**16,900.-**



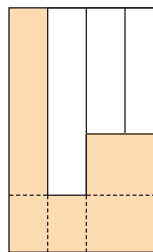
**1/2 page upright**  
T: 125 x 384 mms  
Bl: 141 x 440 mms  
**1/2 page across**  
T: 253 x 190 mms  
Bl: 285 x 221 mms

**8,450.-**



**1/3 page upright**  
T: 81 x 384 mms  
Bl: 97 x 440 mms  
**1/3 page across**  
T: 253 x 125 mms  
Bl: 285 x 156 mms

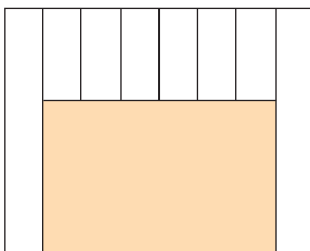
**6,450.-**



**1/4 strip**  
T: 61 x 384 mms  
Bl: 77 x 440 mms  
**1/4 page across**  
T: 253 x 93 mms  
Bl: 285 x 124 mms  
**1/4 page upright**  
T: 125 x 190 mms  
Bl: 141 x 221 mms

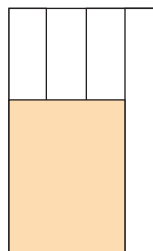
**4,950.-**

## 'Magazine' Formats



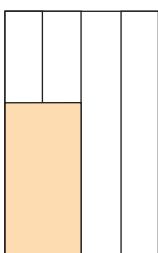
**'Magazine' across fold**  
Type area:  
410 x 242 mms  
Bleed size:  
410 x 273 mms

**20,500.-**



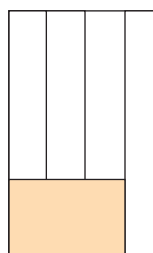
**'Magazine' format**  
Type area:  
189 x 242 mms  
Bleed size:  
205 x 273 mms

**10,250.-**



**2/3 'Magazine' format**  
Type area:  
125 x 242 mms  
Bleed size:  
141 x 273 mms

**7,050.-**



**1/2 'Magazine' format**  
Type area:  
189 x 119 mms  
Bleed size:  
205 x 150 mms

**5,550.-**

## Small Display Ads

**1/8 page**  
125 x 93 mms  
**2,550.-**

**1/9 page**  
81 x 125 mms  
**2,350.-**

## Basic Data

### Publication:

every Friday supplement of DER STANDARD

### Paper:

coated paper (matt picture printing) 57 g/m<sup>2</sup>

### Deadline:

two weeks prior to publication date for bookings and printing material.

### Priority positioning:

+20% for IFC, IBC, OBC, for the first advert on a right hand page (fullpage only)

+15% for all other fixed positionings of all formats Solus positioning from 1/3 page guaranteed.

## Frequency discounts

**3x - 5%**

**6x - 10%**

**12x - 15%**

**18x - 20%**

Available on all adverts in RONDO within one calendar year.

## Specials

Supplements, Stick Ons on Cover, Inserts, Sachets on Cover, Bandage, Tabernacle, Stanza, RONDO Special, ... formats and rates upon request.



## Topics

<b>January</b>	15	Travel & Destinations
	22	Fashion
	29	Design
<b>February</b>	5	Special Issue
	12	Travel & Destinations
	19	Fashion
<b>March</b>	26	Design
	5	XXL Trend Preview
	12	XXL Trend Preview
<b>April</b>	19	Travel & Destinations
	26	Fashion
	2	Design
<b>May</b>	9	Special Issue
	16	Travel & Destinations
	23	Fashion
<b>June</b>	30	Design
	7	Special Issue
	14	Travel & Destinations
<b>July</b>	21	Fashion
	28	Design
	4	Travel & Destinations
<b>August</b>	11	Special Issue
	18	Fashion
	25	Design
<b>September</b>	2	Travel & Destinations
	9	Fashion
	16	Design
<b>October</b>	23	Special Issue
	30	Travel & Destinations
	6	Fashion
<b>November</b>	13	Special Issue
	20	Design
	27	Travel & Destinations
<b>December</b>	3	XXL X-Mas
	10	XXL X-Mas
	17	Fashion
	24	Presents
		Celebration

## Artwork

### digital printing material only

#### Programs

**PDF 1.3 preferred** (X-1a or X-3, without colour profile or smooth shades); EPS all fonts should be included, InDesign 4.0, Illustrator 12, Photoshop 9; plus one proof

#### Fax copy to

+43(0)1/531 70-341 or copyproof  
attn. ‚Anzeigenproduktion‘

#### ISDN

+43(0)1/532 12 33

#### E-Mail

produktion@derStandard.at

#### Syquest

CD-ROM

#### Phone

+43(0)1/531 70-388 or -431

For bleed please add 3 millimeters on all sides.

## Contact

#### Mail address

STANDARD Verlagsges.m. b. H.  
P.O.B. 143, A 1014 Vienna

#### Visitors' address

Herrengasse 19–21, A 1010 Vienna

#### E-Mail

rondo.anzeigen@derStandard.at

#### Printing material to

produktion@derStandard.at

#### Phone

+43(0)1/531 70-615

#### Facsimile

+43(0)1/531 70-363

#### ISDN:

+43(0)1/532 12 33

#### Internet:

derStandard.at/Anzeigen