

Rondo Formats



Double page spread

Type area:
538 x 384 mm
Bleed size:
570 x 440 mm

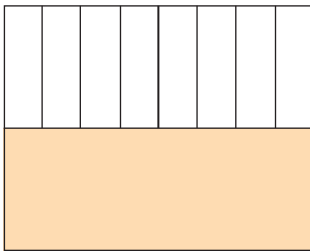
27,700.-



Full page

Type area:
253 x 384 mm
Bleed size:
285 x 440 mm

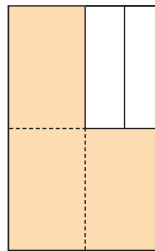
13,850.-



2 half pages across fold

Type area:
538 x 190 mm
Bleed size:
570 x 221 mm

17,600.-



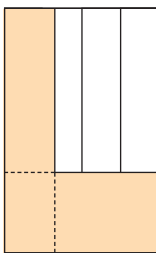
1/2 page upright

Type area:
125 x 384 mm
Bleed size:
141 x 440 mm

1/2 page across

Type area:
253 x 190 mm
Bleed size:
285 x 221 mm

8,800.-



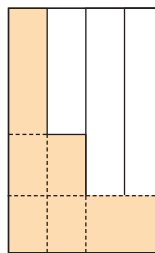
1/3 page upright

Type area:
81 x 384 mm
Bleed size:
97 x 440 mm

1/3 page across

Type area:
253 x 125 mm
Bleed size:
285 x 156 mm

6,750.-



1/4 strip

T: 61 x 384 mm
Bl: 77 x 440 mm

1/4 page across

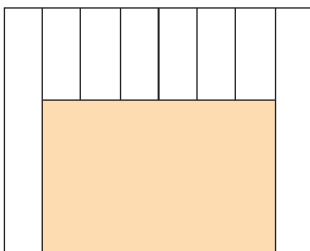
T: 253 x 93 mm
Bl: 285 x 124 mm

1/4 page upright

T: 125 x 190 mm
Bl: 141 x 221 mm

5,250.-

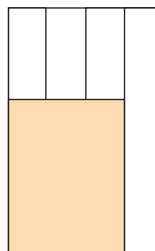
'Magazine' Formats



'Magazine' across fold

Type area:
410 x 242 mm
Bleed size:
410 x 273 mm

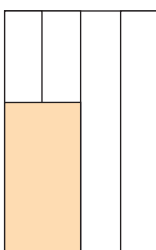
21,500.-



'Magazine' format

Type area:
189 x 242 mm
Bleed size:
205 x 273 mm

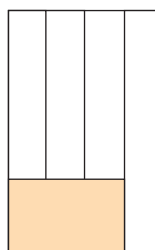
10,750.-



2/3 'Magazine' format

Type area:
125 x 242 mm
Bleed size:
141 x 273 mm

7,450.-



1/2 'Magazine' format

Type area:
189 x 119 mm
Bleed size:
205 x 150 mm

5,950.-

Small Display Ads

1/8 page

Type area:
125 x 93 mm

2,650.-

1/9 page

Type area:
81 x 125 mm

2,450.-

Basic Data

Publication:

every Friday, supplement of DER STANDARD

Deadline:

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

Print/Paper:

Web offset printing (Heatset)
Standard LWC-Paper, 57 grms./m²

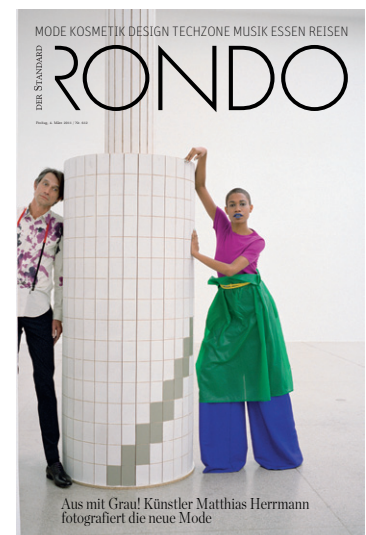
Priority positioning:

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

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

Specials

RONDO Special, 'Fake' Cover, Stanza, Stick Ons on Cover, Sachets on Cover, Inserts, ... formats and rates upon request.



Topics

Publishing date	Topic	Deadline
January	13. 1. Travel	23. 12. 2011
	20. 1.	30. 12. 2011
	27. 1.	13. 1.
February	3. 2. Fashion	20. 1.
	10. 2. Travel	27. 1.
	17. 2. Design	3. 2.
March	24. 2.	10. 2.
	2. 3. XXL Luxury	17. 2.
	9. 3. XXL Trend Preview	24. 2.
	16. 3. Travel	2. 3.
April	23. 3.	9. 3.
	30. 3.	16. 3.
	6. 4. Cosmetic	23. 3.
	13. 4. Design	30. 3.
	20. 4. Travel	6. 4.
May	27. 4.	13. 4.
	4. 5. Fashion	20. 4.
	11. 5. Design	27. 4.
	18. 5. Travel	4. 5.
June	25. 5.	11. 5.
	1. 6. Fashion	18. 5.
	8. 6. Design	25. 5.
	15. 6. Travel	1. 6.
	22. 6.	8. 6.
July	29. 6.	15. 6.
	6. 7. Fashion	22. 6.
	13. 7. Travel	29. 6.
	20. 7. Salzburg Festival	6. 7.
August	27. 7.	13. 7.
	3. 8. Fashion	20. 7.
	10. 8.	27. 7.
	17. 8.	3. 8.
	24. 8.	10. 8.
September	31. 8. Techarea	17. 8.
	7. 9. XXL Luxury	24. 8.
	14. 9. XXL Trend Preview	31. 8.
	21. 9. Travel	7. 9.
October	28. 9. Design	14. 9.
	5. 10. Fashion	21. 9.
	12. 10.	28. 9.
November	19. 10. Travel	5. 10.
	25. 10.	12. 10.
	2. 11. Cosmetic	19. 10.
	9. 11. Design	25. 10.
December	16. 11. Travel	2. 11.
	23. 11.	9. 11.
	30. 11. XXL X-Mas	16. 11.
	7. 12. XXL X-Mas	23. 11.
	14. 12. X-Mas	30. 11.
	21. 12. X-Mas	7. 12.

Artwork

digital printing material only

File Formats

Preferable PDF 1.3(X-1a or x-3)

with your instructions as publication date, PSO_LCW_Standard-eci

Colorprofile and Joboptions for digitale data delivery available on derStandard.at/Anzeigen

For bleed please add 3 millimeters on all sides.

E-Mail

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attn. „Anzeigenproduktion“

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