

SIZE	DIMENSIONS (mm)	
	BLEED (+5 mm)*	TYPE AREA
<b>1/1</b>		
cover page	220 x 300	190 x 255
<b>2/3 NEWS</b>		
height	138 x 300	125 x 255
width	220 x 190	190 x 170
<b>1/2</b>		
width	–	190 x 125
<b>1/3</b>		
height	77 x 300	60 x 255
width	–	190 x 82
<b>1/4</b>		
height	–	92,5 x 125
width	–	190 x 60
<b>1/8</b>		
height	–	92,5 x 60
width	–	190 x 28

\* All prices are excluding VAT. You must add 5 mm margin for cutting advertisements on bleed.

## COMPLETE ADVERTISEMENTS

- We accept all advertisements only in electronic form (resolution 300 dpi, size 100 %).
- We accept the following files:
  - Pdf in high resolution
  - Photoshop – save as eps, tif (resolution 300 dpi, size 100 %)
  - Illustrator – save as ai, eps (resolution 300 dpi, size 100 %), in curves
  - InDesign (indd)
- If the advertisement is on bleed, it is necessary to add 5 mm margin for cutting and to place texts minimally 5 mm from cutting line.
- Colour space: CMYK

**WE DO NOT ACCEPT ANY COREL ADVERTISEMENT (CDR)!**

## MATERIALS FOR GRAPHICAL PROCESSING

- Text – in electronic form (doc, txt, rtf)
- Pictures, logos – in electronic form (resolution 300 dpi, size 100 %)
  - Format: Photoshop (eps, tiff, jpg)
  - Illustrator (ai, eps – in curves)
- Pictures, logos for scan – good quality photos, it is possible to use pictures only in 100 % size – **IMPOSSIBLE TO EXTEND!**

**WITHOUT CROMALINE IT IS NOT POSSIBLE TO GUARANTEE 100 % REQUIRED COLOURFULNESS.**

## EXTRA PAYS

Graphical processing of advertisement	10 %
Placing of advertisement according to client wish	10 %
Nonstandard dimension of advertisement	10 %

## ADVERTISING CONDITIONS

### Advertising order

- Advertisements are accepted by YACHT, s.r.o., based on a written order including delivered materials.
- Client is responsible for delivery of correct materials in time.
- Editor is not responsible for data published in advertisements and for infraction of third party rights.

- The order must contain client's company name, bank account, specification of advertisement (size, colours etc.) and agreement with advertising conditions.

### Advertising Materials

- If client will not deliver advertising bases in time, he must pay full price, including the case that the advertisement cannot be published.
- Materials are returned to client only on request, and at latest 1 month after the magazine is printed.

### Cancellation dues

- In the event of cancellation of an order, the client pays a part of the final price, according to the time of cancellation before advertising deadline: 20 % of the final price – 4 weeks before deadline, 50 % of the final price – 2 weeks before deadline, 100 % of the final price – after deadline.

### Payment conditions

- The final price is calculated according to the Pricelist, including discounts.
- The editor will send a copy of the issue to the client, 5 days after the advertisement is published.
- An invoice will be sent with a copy of the magazine. The invoice is due in 14 days from its date, if not specified otherwise in written form.
- In the case of a delay in the invoice payment, a penalty of 0,1 % daily from the final price is charged, until the debt is fully paid.
- The editor stipulates the right not to publish the advertisement in the case that the client has unpaid debts towards the editor.
- The editor can require the payment ahead.

### Complaint

- In the case when wrong or incomplete advertisement has been published, the client owns the right of discount, but only in range in which the object of advertisement was restricted.
- The client has no right to complain in the case when wrong materials were delivered to the editor
- A complaint must be in written form, and delivered to the editor until 10 days after the publication date.

## PUBLIC RELATIONS

In publications of YACHT publishing house, it is also possible to publish an article with topics close to readers' interests. The editor has all rights to make any editorial text changes. Price per 1 page is the same as 1 advertising page.

