

ISPRS Highlights Advertisement Prices		
	SUSTAINING MEMBERS	NON-MEMBERS
1/1 page, FC	US\$ 1,015	US\$ 1,120
1/1 page, BW	US\$ 755	US\$ 825
1/2 page, FC	US\$ 610	US\$ 670
1/2 page, BW	US\$ 455	US\$ 495
Inside cover	US\$ 1,545	US\$ 1,695
Backcover	US\$ 1,925	US\$ 2,115

All prices are nett prices per insertion.

**The following discount rates are applicable:**

- Four insertions 25%
- Three insertions 10%
- Two insertions 5%

Agreements spaces in different issues and mailing of material, should be arranged with GITC's Marketing Manager: Floris Siteur, e-mail: [floris.siteur@gitc.nl](mailto:floris.siteur@gitc.nl) Specification for ads: 15.5 x 22.5 cm total size.

Payments should be arranged with: **GITC bv**, P.O. Box 112, 8530 AC Lemmer, The Netherlands. Tel.: +31 (0) 514 56 18 54 Fax: +31 (0) 514 56 38 98.

**Sizes:**

- 1/1 page 180 x 255 mm
- 1/2 page horizontal 153 x 102.3 mm
- 1/2 page vertical 74.3 x 216.6 mm

**Requirements:**

Although GITC bv prefers to receive digital advertising material, we also accept traditional film + colour proof material. If you plan to submit in a digital format, please refer to the following guidelines.

**Colour:** All colours in files should be created in CMYK builds, not Pantone or RGB colours unless the ad is to print in spot colours.

**File Submission:** Send only the page layout, fonts and graphics used in your ad. Do not send additional files because they are not necessary for the production of your ad. Include a printout of the contents of your disk.

**Fonts:** Send all PostScript screen and printer fonts used in the file. If you do not send the fonts and we do not have them, we will have to substitute fonts and your ad will not look the same in the magazines as it does on your disk and colour proof. Do not send True Type fonts because they are incompatible with the image setter and impositioning systems used by our printers.

**Imported Graphics:** If you are sending a live page layout with imported graphics, send the original graphics file along with the page layout file. Please retain illustrations used in one of the following formats: EPS, TIFF, JPEG, BMP or GIF.

**Proofs:** A black and white composite and colour-separated laser proof should also be provided with colour ads. These must be printed at reproduction size. If your ad contains four-colours scanned images or builds of three colours or greater, provide a laminated or high-end digital colour proof or chromalin. GITC bv and its printers are not responsible for shifts in colour resulting from differences between the file and the proof.

**Resolution:** All continuous tone images (grey-scale and colour scans) should have a resolution of 300 dpi at reproduction size (118 dots per cm). Scanned black and white line art should have a minimum resolution of 1,200 dpi at reproduction size.

**Traditional Film Material:**

- Mono : 54-60 lines per cm (137-152 lpi)
- Full colour : 60-70 lines per cm (152-177 lpi)
- Bleeds : must extend at least 3 mm beyond trim edge (180x255 mm) on all sides

Positive films should be colour separated (right reading, emulsion side down) with colour proofs or chromalins.

We support the following page layout and graphics software applications: Quark Xpress 4.0, Adobe Photoshop 4.0, Adobe Illustrator 7.0, Adobe PageMaker 6.0 and Aldus Freehand 8.0.

We accept the following Mac and PC media: ZIP diskette, CD-ROM or SyQuest (44 or 88Mb).

If you have questions concerning these guidelines or our ad specification, please do not hesitate to call GITC's Marketing Manager.

## Highlight your Business



Contact GITC's Marketing Manager, Floris Siteur (E-mail: [floris.siteur@gitc.nl](mailto:floris.siteur@gitc.nl)) for advertising details in ISPRS Highlights



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