



Price List No. 23  
Valid from 1 January 2017



Promotional advertisements/advertorials



Example: 2/1 page

Brief profile

Promotional advertisements / advertorials (sponsored pages) are pages with editorial content, that are submitted by a client (text, layout etc.). Please request a corresponding working file from the publisher.

The fixed components of Euro am Sonntag, such as the logo, the sections bar, the Euro am Sonntag fonts, Euro am Sonntag standard colours and editorial text boxes may not be used.

The promotional pages must be submitted in binding form to the publisher for its information and approval before printing. The pages will be clearly marked as an "advertisement". The publisher reserves the right to reject promotional pages containing dubious content.

Typography

Use of typography in the style of Euro am Sonntag is permitted. Please refer to the right for recommended fonts.

Layout

The publisher may edit the layout itself. The associated costs will be invoiced separately according to the expenditure incurred.

Prices

- 2/1 page 4c: € 21,000.–
- 1/1 page 4c: € 10,500.–
- 1/2 page 4c: € 6,300.–

Statutory turnover tax shall be added to net prices.

Discount

The discount rates of the Euro am Sonntag advertising price list no. 22 apply. Technical information data is analogous to the Euro am Sonntag advertising price list. This form of advertising is only available to a limited extend, please enquire about availability.

Example: fonts



- Helvetica Neue - Roman, 12 pt.
- Helvetica Neue - Medium, 14 pt.
- Helvetica Neue - bold, 9 pt.
- Helvetica Neue - Roman, 9 pt.
- Helvetica Neue - Heavy, 52 pt.
- Helvetica Neue - Roman, 12 pt.
- Goudy/Times/Garamond, 9 pt.
- Helvetica Neue - Heavy, 9 pt.

**Business conditions:** The publisher's General Business Conditions apply to the handling of advertisement orders, special inserts and third-party supplements. Our full General Business Conditions for newspapers and magazines are available at [www.finanzenverlag.de/agg](http://www.finanzenverlag.de/agg) or will be sent to you on request.



Contact



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