

PREMIUM POSITIONS

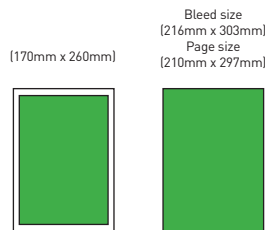
- Back cover US\$3,600
- Inside front cover US\$3,465
- News page (right) US\$3,135
- News page (left) US\$2,930
- Inside back cover US\$2,730



NB: Advertisements must meet specified dimensions
For special colors please add US\$390 per color to the B&W rate

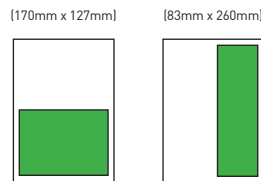
Full page

- 4 color US\$2,450
- 3 color US\$2,170
- 2 color US\$1,890
- 1 color US\$1,610
- B&W US\$1,330



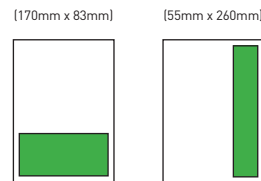
Half page

- 4 color US\$1,700
- 3 color US\$1,580
- 2 color US\$1,280
- 1 color US\$1,080
- B&W US\$880



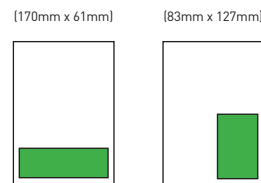
Third page

- 4 color US\$1,450
- 3 color US\$1,240
- 2 color US\$1,040
- 1 color US\$840
- B&W US\$640



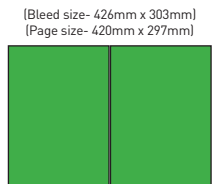
Quarter page

- 4 color US\$1,350
- 3 color US\$1,130
- 2 color US\$930
- 1 color US\$730
- B&W US\$530



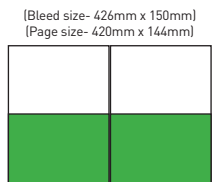
Double page spread

- 4 color US\$4,300



Half page spread

- 4 color US\$2,700



SUPPLYING ARTWORK:

SUPPLYING ARTWORK FOR THE MAGAZINE AND ONLINE:

QuarkXpress 6.1 / Freehand MX / Illustrator CS3 / InDesign CS3 / PDF
All fonts must not be outlined and supplied. All images must be supplied/embedded

SUPPLYING ARTWORK FOR THE MAGAZINE ONLY:

Photoshop CS3: Saved as jpg, tiff or eps (Minimum 300dpi)
Freehand MX / Illustrator CS3 / InDesign CS3 / PDF
With fonts outlined. All images must be supplied/embedded

WE CAN NOT ACCEPT ARTWORK SUPPLIED IN:

Powerpoint / Word / Excel / Coral Draw

SENDING ARTWORK:

CD / DVD

Please send to:
Advertising Department, Asiafruit Magazine, Market Intelligence Ltd.,
1 Nine Elms Lane, GB-London SW8 5NQ
FTP (Please contact us for our FTP details)
e-mail: design@fruitnet.com (No files larger than 20MB)

Color proof:

A high-res digital color proof or cromalin is required to accompany all digital files

Design and Production Charge:

10% of list price

Extras:

Bleed Advertisements 15% extra

Series Discounts:

| | |
|--------------------|-----|
| 3+ Advertisements | 10% |
| 6+ Advertisements | 15% |
| 7+ Advertisements | 20% |
| 10+ Advertisements | 25% |
| 15+ Advertisements | 30% |
| 20+ Advertisements | 35% |

| | |
|--|-----|
| UK Agency Commission | 10% |
| Other Agency Commission | 15% |
| (VAT 17.5% for UK-based companies and agencies only) | |

| | |
|-----------------------------|-----------------------------|
| Magazine Size - Trim Size: | 297mm deep x 210mm wide |
| Magazine Size - Bleed Size: | 303mm deep x 216mm wide |
| Type Area: | 260mm deep x 170mm wide |
| Publication Date: | Week before cover date |
| Copy Deadline: | Two weeks before cover date |

Terms of Payment:

30 days from date of invoice.

EU companies must provide VAT identification number to avoid local VAT charges

Cancellation & unacceptable artwork:

Cancellation less than 14 days before publication date or supply of unacceptable artwork results in fee of 25% of space price plus any other costs