

Display advertising rates

CERN Courier full colour display advertising rates (\$) 2008

	1x	5x	10x
Full page	8090	7611	6983
Half island	5925	5556	5277
Half vertical	5327	4997	4728
Half horizontal	5327	4997	4728
Third vertical	4000	3741	3561
Quarter	2963	2833	2693
Eighth	1925	1835	1736

Subject to change

CERN Courier mono display advertising rates (\$) 2008

	1x	5x	10x
Full page	6155	5795	5506
Half island	4559	4329	4110
Half vertical	4180	3930	3681
Half horizontal	4180	3930	3681
Third vertical	3262	3602	2923
Quarter	2564	2444	2314
Eighth	1564	1476	1397

Subject to change

Online display advertising rates (\$) 2008

	Duration	\$
Featured company	12 months	2158
Star product	1 month	931
Top-level banner	1 month	1853
Skyscraper banner	1 month	1853
Key supplier		
5-page site	12 months	9500
10-page site	12 months	19000
Latest issue alert sponsorship	1 month	760
Sponsored search terms, 3 words	6 months	2850

Subject to change

Standard recruitment advertising rates

CERN Courier standard recruitment advertising rates (\$) 2008				
cm	one column	two columns	three columns	four columns
1	122	243	365	486
2	243	486	730	973
3	365	730	1094	1459
4	486	973	1459	1946
5	608	1216	1824	2432
6	730	1459	2189	2918
7	851	1702	2554	3405
8	973	1946	2918	3891
9	1094	2189	3283	4378
10	1216	2432	3648	4864
11	1338	2675	4013	5350
12	1459	2918	4378	5837
13	1581	3162	4742	6323
14	1702	3405	5107	6810
15	1824	3648	5472	7296
16	1946	3891	5837	7782
17	2067	4134	6202	8269
18	2189	4378	6566	8755
19	2310	4621	6931	9242
20	2432	4864	7296	9728
21	2554	5107	7661	10214
22	2675	5350	8026	10701
23	2797	5594	8390	11187
24	2918	5837	8755	11674
25	3040	6080	9120	12160
26	3162	6323	9485	12646

Subject to change

Standard rates*	
	\$
Mono	122
Spot colour	125
Full colour	129
Subject to change	
* Per single column centimetre (scc)	

Set-size discounts – mono rates	
	\$
Quarter	2855
Half	5710
Full page	10150
DPS	17763
Subject to change	

Online rates 2008 – standard	
	\$
Text listing	936
Star job	1251
Star employer	1035
Company spotlight	1530
Subject to change	

Academic recruitment advertising rates

CERN Courier academic recruitment advertising rates (\$) 2008				
cm	one column	two columns	three columns	four columns
1	110	220	331	441
2	220	441	661	882
3	331	661	992	1322
4	441	882	1322	1763
5	551	1102	1653	2204
6	661	1322	1984	2645
7	771	1543	2314	3086
8	882	1763	2645	3526
9	992	1984	2975	3967
10	1102	2204	3306	4408
11	1212	2424	3637	4849
12	1322	2645	3967	5290
13	1433	2865	4298	5730
14	1543	3086	4628	6171
15	1653	3306	4959	6612
16	1763	3526	5290	7053
17	1873	3747	5620	7494
18	1984	3967	5951	7934
19	2094	4188	6281	8375
20	2204	4408	6612	8816
21	2314	4628	6943	9257
22	2424	4849	7273	9698
23	2535	5069	7604	10138
24	2645	5290	7934	10579
25	2755	5510	8265	11020
26	2865	5730	8596	11461

Subject to change

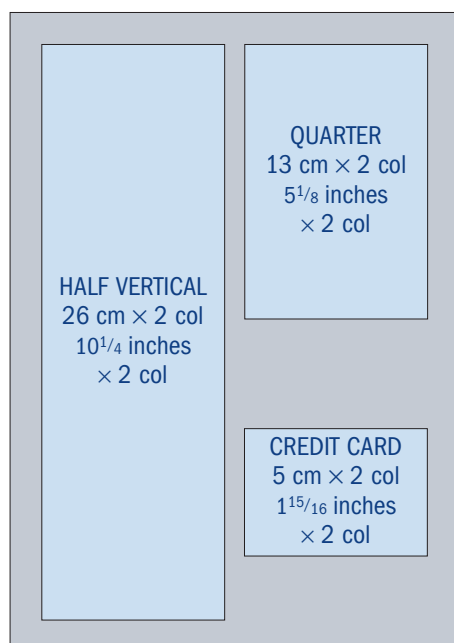
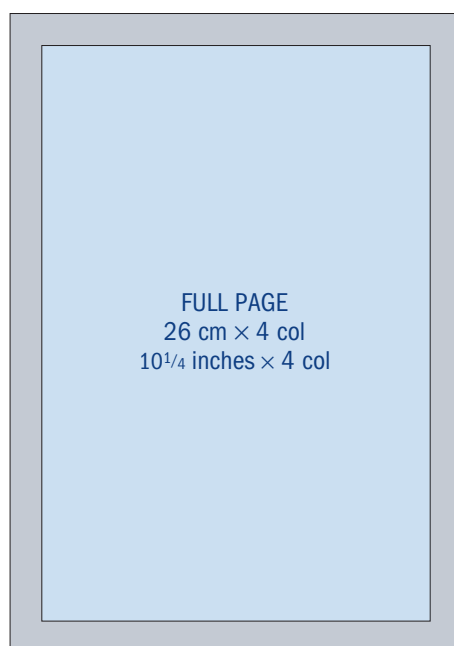
Academic rates*	
	\$
Mono	110
Spot colour	116
Full colour	122
Subject to change	
* Per single column centimetre (scc)	

Online rates 2008 – academic	
	\$
Text listing	466
Star job	675
Star employer	630
Company spotlight	810
Subject to change	

Mechanical information

Recruitment advertising

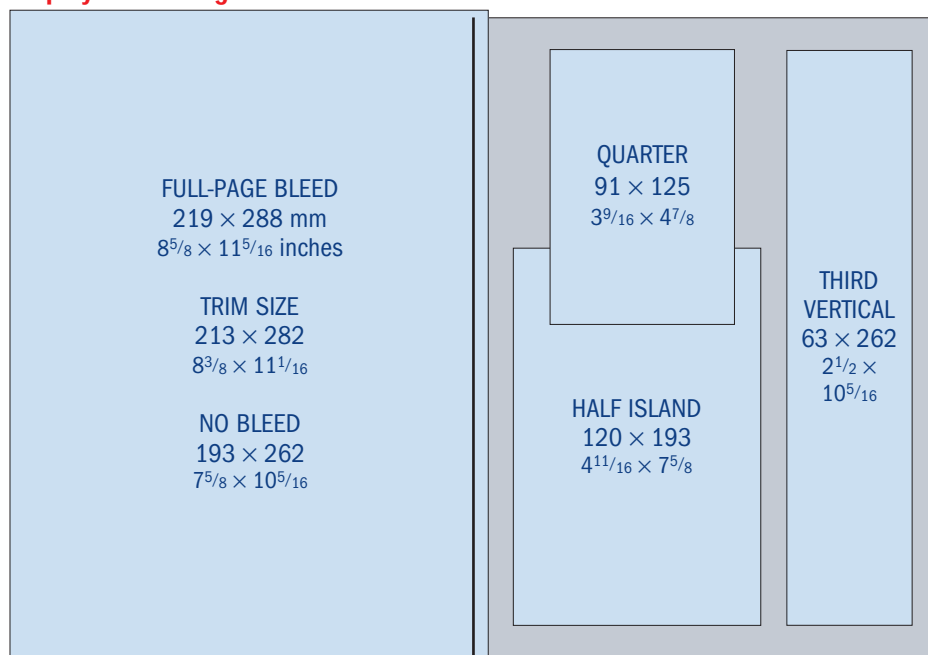
The column length is 26 cm (10¹/₄ inches) and a full page is four columns wide. Adverts can span one, two, three or four columns (below are some of the most popular options). The sales team is happy to advise on advert sizes geared to the amount of text and budget available. The sales team is happy to advise on advert sizes geared to the amount of text and budget available.



VAT

All UK and European Union advertisers are subject to VAT at 17.5%. EU advertisers outside the UK supplying their MWst/TVA/VAT numbers are exempt from AT

Display advertising



Online adverts

Banner

Banners should be supplied as GIF, JPEG or Flash files (the latter accompanied by a GIF or JPEG), with the URL for the banner to link to.

Corporate partnership

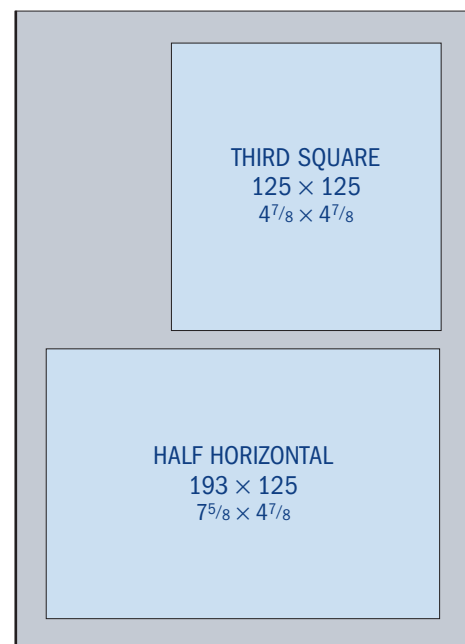
Your logo should be supplied as a GIF or JPEG file, with your company name (up to 128 characters), a short description (up to 250 characters), a long description (unlimited) and a list of product categories from the "Browse by Category" menu.

Key Supplier microsite

Your logo should be supplied to the same specification as for corporate partnership.

Print adverts

Adverts should be supplied as high-resolution PDF files, although we can usually accept TIFF, JPEG and EPS files. All files must be 300 dpi and CMYK with fonts embedded.



Dimensions given in millimetres/inches

Mechanical data		
	Dimensions (pixels)	Maximum file size (kb)
Corporate partnership	160 × 60	10
Top-level banner	468 × 60	15
Skyscraper banner	160 × 600	18
Mid-page unit	300 × 250	15