

## **ADVERTISING RATE CARD 2020**

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### Editorial part

|                              |                                             |               |                             |                             |                    |                                                                                                                                                                                                                         |
|------------------------------|---------------------------------------------|---------------|-----------------------------|-----------------------------|--------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                              |                                             |               |                             |                             |                    | <b>Next to content &amp; next to editorial column:</b> € 2280<br><b>First 5 ad pages after content:</b> €1980<br><b>In 1<sup>st</sup> half on the book:</b> € 1780<br><b>In 2<sup>nd</sup> half on the book:</b> € 1580 |
| <b>1<sup>st</sup> spread</b> | <b>2<sup>nd-5<sup>th</sup> spread</sup></b> | <b>spread</b> | <b>3<sup>rd</sup> cover</b> | <b>4<sup>th</sup> cover</b> | <b>single page</b> |                                                                                                                                                                                                                         |
| € 3180                       | € 2780                                      | € 2380        | € 2880                      | € 2980                      | →                  |                                                                                                                                                                                                                         |
| 458 x 297 mm                 |                                             |               | 229 x 297 mm                | 229 x 297 mm                | 229 x 297 mm       |                                                                                                                                                                                                                         |

|                   |  |                 |                 |                 |                 |                    |
|-------------------|--|-----------------|-----------------|-----------------|-----------------|--------------------|
|                   |  |                 |                 |                 |                 |                    |
| <b>1/2 spread</b> |  | <b>1/3 page</b> | <b>2/3 page</b> | <b>1/2 page</b> | <b>1/2 page</b> | <b>JUNIOR page</b> |
| € 1780            |  | € 780           | € 1180          | € 780           | € 880           | € 890              |
| 458 x 148 mm      |  | 77 x 297 mm     | 141 x 297 mm    | 196 x 136 mm    | 229 x 148 mm    | 141 x 183 mm       |

### Advertisement section

### Discounts

|                 |                 |                 |                 |                 |
|-----------------|-----------------|-----------------|-----------------|-----------------|
|                 |                 |                 |                 |                 |
| <b>1/8 page</b> | <b>1/4 page</b> | <b>1/4 page</b> | <b>1/2 page</b> | <b>1/2 page</b> |
| € 150           | € 290           | € 290           | € 580           | € 580           |
| 96 x 66 mm      | 96 x 136 mm     | 196 x 66 mm     | 196 x 136 mm    | 96 x 276 mm     |

#### Volume discounts:

|               |                |
|---------------|----------------|
| <b>2x 10%</b> | <b>10x 30%</b> |
| <b>4x 15%</b> | <b>12x 35%</b> |
| <b>6x 20%</b> | <b>18x 40%</b> |
| <b>8x 25%</b> | <b>24x 45%</b> |

Ad agencies: **15%**

- Prices do not include 21% VAT.
- Advertisement design on agreement.
- Check the technical requirements before submission (design).
- Booking and submission deadlines can change.
- 1/2 page and Junior page can be placed only in the 2nd part of the book.





## Editorial part

|                        |                                       |        |                       |                       |              |                                                                                                                                                                                                                        |
|------------------------|---------------------------------------|--------|-----------------------|-----------------------|--------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                        |                                       |        |                       |                       |              | <p>Next to content &amp; next to editorial column:</p> <p>First 5 ad pages € 2280</p> <p>after content: € 1980</p> <p>In 1<sup>st</sup> half on the book: € 1880</p> <p>In 2<sup>nd</sup> half on the book: € 1680</p> |
| 1 <sup>st</sup> spread | 2 <sup>nd-5<sup>th</sup> spread</sup> | spread | 3 <sup>rd</sup> cover | 4 <sup>th</sup> cover | single page  |                                                                                                                                                                                                                        |
| € 3280                 | € 2880                                | € 2680 | € 2880                | € 3280                | →            |                                                                                                                                                                                                                        |
| 458 x 297 mm           |                                       |        | 229 x 297 mm          | 229 x 297 mm          | 229 x 297 mm |                                                                                                                                                                                                                        |

|              |  |             |              |              |              |              |
|--------------|--|-------------|--------------|--------------|--------------|--------------|
|              |  |             |              |              |              |              |
| 1/2 spread   |  | 1/3 page    | 2/3 page     | 1/2 page     | 1/2 page     | JUNIOR page  |
| € 1880       |  | € 880       | € 1380       | € 880        | € 980        | € 990        |
| 458 x 148 mm |  | 77 x 297 mm | 141 x 297 mm | 196 x 136 mm | 229 x 148 mm | 141 x 183 mm |

## Advertisement section

## Discounts

|            |             |             |              |             |
|------------|-------------|-------------|--------------|-------------|
|            |             |             |              |             |
| 1/8 page   | 1/4 page    | 1/4 page    | 1/2 page     | 1/2 page    |
| € 180      | € 340       | € 340       | € 680        | € 680       |
| 96 x 66 mm | 96 x 136 mm | 196 x 66 mm | 196 x 136 mm | 96 x 276 mm |

### Volume discounts:

|        |         |
|--------|---------|
| 2x 10% | 10x 30% |
| 4x 15% | 12x 35% |
| 6x 20% | 18x 40% |
| 8x 25% | 24x 45% |

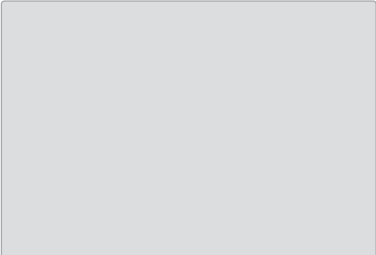
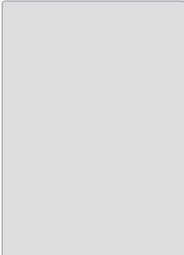
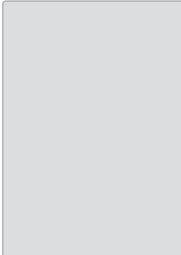
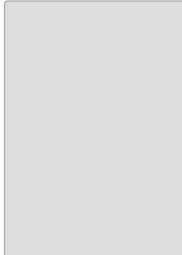
Ad agencies: 15%

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- Advertisement design on agreement.
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- 1/2 page and Junior page can be placed only in the 2nd part of the book.





## Editorial part

|                                                                                   |                                                                                   |                                                                                   |                                                                                    |                                                                                                                                                                      |                       |              |
|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|--------------|
|  |  |  |  | <div>Next to content &amp; next to editorial column:</div> <div>In 1<sup>st</sup> half on the book: € 940</div> <div>In 2<sup>nd</sup> half on the book: € 840</div> |                       |              |
| 1 <sup>st</sup> spread                                                            | 2 <sup>nd</sup> -5 <sup>th</sup> spread                                           | spread                                                                            | 3 <sup>rd</sup> cover                                                              |                                                                                                                                                                      | 4 <sup>th</sup> cover | single page  |
| € 1980                                                                            | € 1780                                                                            | € 1340                                                                            | € 1440                                                                             |                                                                                                                                                                      | € 1980                | →            |
| 458 x 297 mm                                                                      |                                                                                   |                                                                                   | 229 x 297 mm                                                                       |                                                                                                                                                                      | 229 x 297 mm          | 229 x 297 mm |

|                   |                 |                 |                 |                 |                    |
|-------------------|-----------------|-----------------|-----------------|-----------------|--------------------|
|                   |                 |                 |                 |                 |                    |
| <b>1/2 spread</b> | <b>1/3 page</b> | <b>2/3 page</b> | <b>1/2 page</b> | <b>1/2 page</b> | <b>JUNIOR page</b> |
| € 940             | € 440           | € 690           | € 440           | € 490           | € 495              |
| 458 x 148 mm      | 77 x 297 mm     | 141 x 297 mm    | 196 x 136 mm    | 229 x 148 mm    | 141 x 183 mm       |

## Advertisement section

## Discounts

|                 |                 |                 |                 |                 |
|-----------------|-----------------|-----------------|-----------------|-----------------|
|                 |                 |                 |                 |                 |
| <b>1/8 page</b> | <b>1/4 page</b> | <b>1/4 page</b> | <b>1/2 page</b> | <b>1/2 page</b> |
| € 90            | € 170           | € 170           | € 340           | € 340           |
| 96 x 66 mm      | 96 x 136 mm     | 196 x 66 mm     | 196 x 136 mm    | 96 x 276 mm     |

### Volume discounts:

|               |                |
|---------------|----------------|
| <b>2x 10%</b> | <b>10x 30%</b> |
| <b>4x 15%</b> | <b>12x 35%</b> |
| <b>6x 20%</b> | <b>18x 40%</b> |
| <b>8x 25%</b> | <b>24x 45%</b> |

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## Editorial part

|                        |                                       |        |                       |                       |                                                                                                                                                           |
|------------------------|---------------------------------------|--------|-----------------------|-----------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|
|                        |                                       |        |                       |                       | <p>Next to content &amp; next to editorial column:</p> <p>In 1<sup>st</sup> half on the book: € 1140</p> <p>In 2<sup>nd</sup> half on the book: € 840</p> |
| 1 <sup>st</sup> spread | 2 <sup>nd-5<sup>th</sup> spread</sup> | spread | 3 <sup>rd</sup> cover | 4 <sup>th</sup> cover | single page                                                                                                                                               |
| € 1980                 | € 1780                                | € 1340 | € 1440                | € 1980                | →                                                                                                                                                         |
| 458 x 297 mm           |                                       |        | 229 x 297 mm          | 229 x 297 mm          | 229 x 297 mm                                                                                                                                              |

|              |             |              |              |              |              |
|--------------|-------------|--------------|--------------|--------------|--------------|
|              |             |              |              |              |              |
| 1/2 spread   | 1/3 page    | 2/3 page     | 1/2 page     | 1/2 page     | JUNIOR page  |
| € 940        | € 440       | € 690        | € 440        | € 490        | € 495        |
| 458 x 148 mm | 77 x 297 mm | 141 x 297 mm | 196 x 136 mm | 229 x 148 mm | 141 x 183 mm |

## Advertisement section

## Discounts

|            |             |             |              |             |
|------------|-------------|-------------|--------------|-------------|
|            |             |             |              |             |
| 1/8 page   | 1/4 page    | 1/4 page    | 1/2 page     | 1/2 page    |
| € 90       | € 170       | € 170       | € 340        | € 340       |
| 96 x 66 mm | 96 x 136 mm | 196 x 66 mm | 196 x 136 mm | 96 x 276 mm |

### Volume discounts:

|        |         |
|--------|---------|
| 2x 10% | 10x 30% |
| 4x 15% | 12x 35% |
| 6x 20% | 18x 40% |
| 8x 25% | 24x 45% |

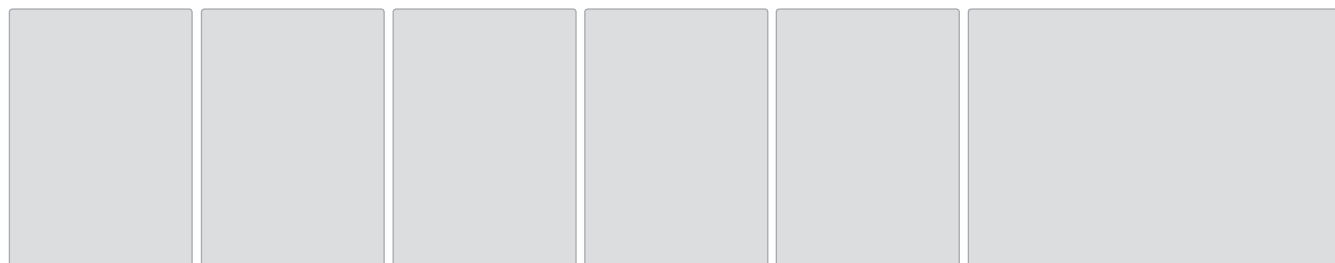
Ad agencies: 15%

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## Editorial part



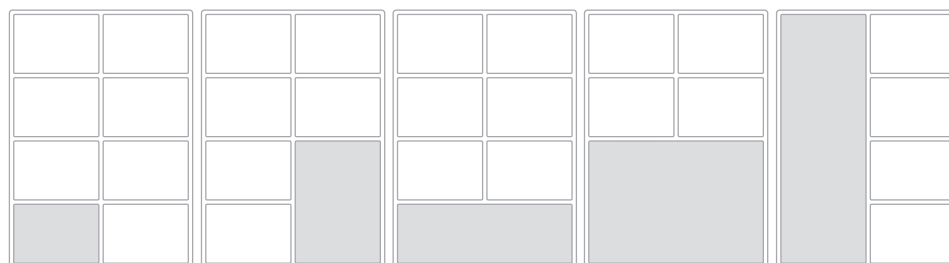
| 2 <sup>nd</sup> cover | 3 <sup>rd</sup> cover | 4 <sup>th</sup> cover | single page  | single page next to content | spread       |
|-----------------------|-----------------------|-----------------------|--------------|-----------------------------|--------------|
| € 1380                | € 1380                | € 1480                | € 980        | € 1080                      | € 1380       |
| 210 x 297 mm          | 210 x 297 mm          | 210 x 297 mm          | 210 x 297 mm | 210 x 297 mm                | 420 x 297 mm |



| 1/2 spread   | 1/3 page    | 2/3 page     | 1/2 page     | 1/2 page     | JUNIOR page  |
|--------------|-------------|--------------|--------------|--------------|--------------|
| € 1280       | € 380       | € 580        | € 380        | € 420        | € 420        |
| 420 x 148 mm | 72 x 297 mm | 133 x 297 mm | 180 x 136 mm | 210 x 148 mm | 130 x 183 mm |

## Advertisement section

## Discounts



| 1/8 page   | 1/4 page    | 1/4 page    | 1/2 page     | 1/2 page    |
|------------|-------------|-------------|--------------|-------------|
| € 90       | € 190       | € 190       | € 350        | € 350       |
| 88 x 66 mm | 88 x 136 mm | 180 x 66 mm | 180 x 136 mm | 88 x 276 mm |

### Volume discounts:

|        |         |
|--------|---------|
| 2x 10% | 10x 30% |
| 4x 15% | 12x 35% |
| 6x 20% | 18x 40% |
| 8x 25% | 24x 45% |

Ad agencies: 15%

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# COPEs LIETAS

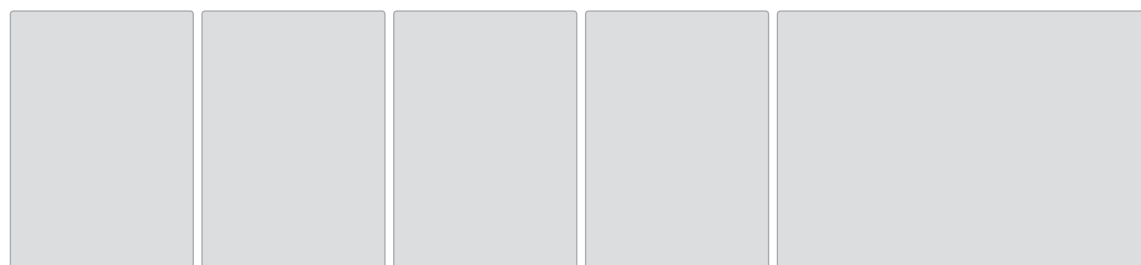
ADVERTISING RATE CARD 2020

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ŽURNĀLU IZDEVNIECĪBA



## Editorial part



### 2<sup>nd</sup> cover

€ 1880

210 x 297 mm

### 3<sup>rd</sup> cover

€ 1880

210 x 297 mm

### 4<sup>th</sup> cover

€ 1980

210 x 297 mm

### single page

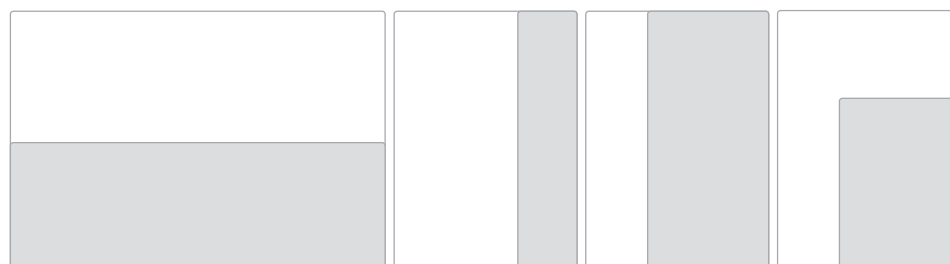
€ 1380

210 x 297 mm

### spread

€ 1880

420 x 297 mm



### 1/2 spread

€ 1380

420 x 148 mm

### 1/3 page

€ 580

75 x 297 mm

### 2/3 page

€ 780

138 x 297 mm

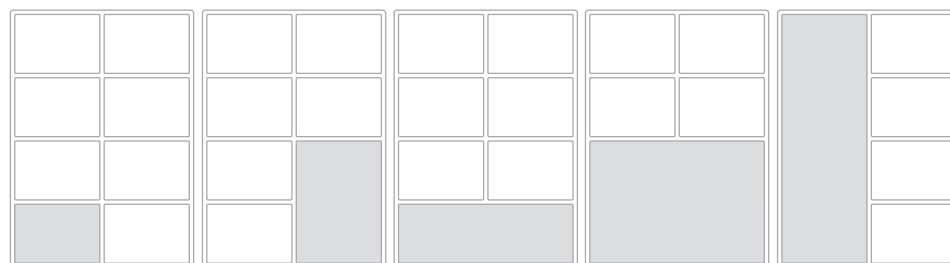
### JUNIOR page

€ 680

137 x 191 mm

## Advertisement section

## Discounts



### 1/8 page

€ 180

91 x 66 mm

### 1/4 page

€ 280

91 x 136 mm

### 1/4 page

€ 280

185 x 66 mm

### 1/2 page

€ 580

185 x 136 mm

### 1/2 page

€ 580

91 x 276 mm

### Volume discounts:

|    |     |     |     |
|----|-----|-----|-----|
| 2x | 10% | 10x | 30% |
| 4x | 15% | 12x | 35% |
| 6x | 20% | 18x | 40% |
| 8x | 25% | 24x | 45% |

Ad agencies: 15%

- Prices do not include 21% VAT.
- Advertisement design on agreement.
- Check the technical requirements before submission (design).
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- 1/2 page and Junior page can be placed only in the 2nd part of the book.

Publishing schedule and deadlines for material delivery are here  
<http://lilita.lv/en/advertising/deadlines/>



# КЛЁВЫЕ ДЕЛА

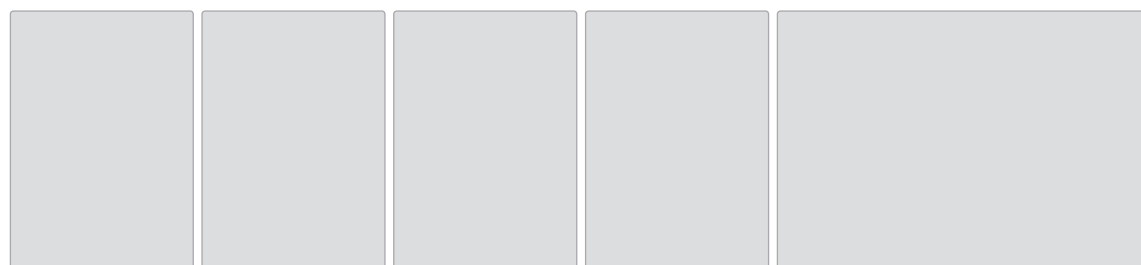
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## Editorial part



### 2<sup>nd</sup> cover

€ 920

210 x 297 mm

### 3<sup>rd</sup> cover

€ 890

210 x 297 mm

### 4<sup>th</sup> cover

€ 980

210 x 297 mm

### single page

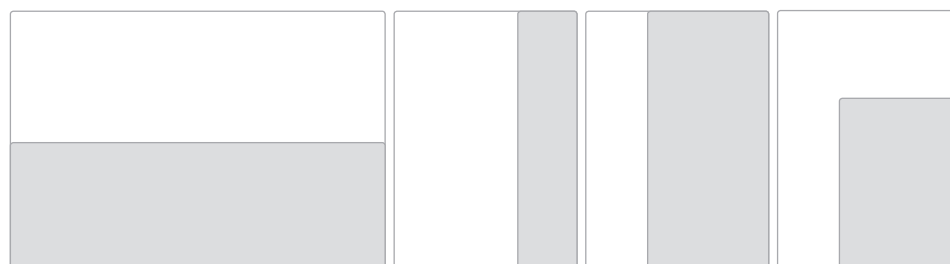
€ 880

210 x 297 mm

### spread

€ 1480

420 x 297 mm



### 1/2 spread

€ 980

420 x 148 mm

### 1/3 page

€ 380

75 x 297 mm

### 2/3 page

€ 680

138 x 297 mm

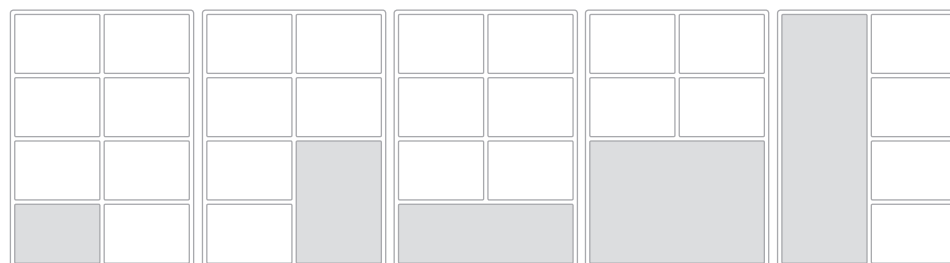
### JUNIOR page

€ 680

137 x 191 mm

## Advertisement section

## Discounts



### 1/8 page

€ 90

91 x 66 mm

### 1/4 page

€ 180

91 x 136 mm

### 1/4 page

€ 180

185 x 66 mm

### 1/2 page

€ 280

185 x 136 mm

### 1/2 page

€ 280

91 x 276 mm

### Volume discounts:

|        |         |
|--------|---------|
| 2x 10% | 10x 30% |
| 4x 15% | 12x 35% |
| 6x 20% | 18x 40% |
| 8x 25% | 24x 45% |

Ad agencies: 15%

- Prices do not include 21% VAT.
- Advertisement design on agreement.
- Check the technical requirements before submission (design).
- Booking and submission deadlines can change.
- 1/2 page and Junior page can be placed only in the 2nd part of the book.

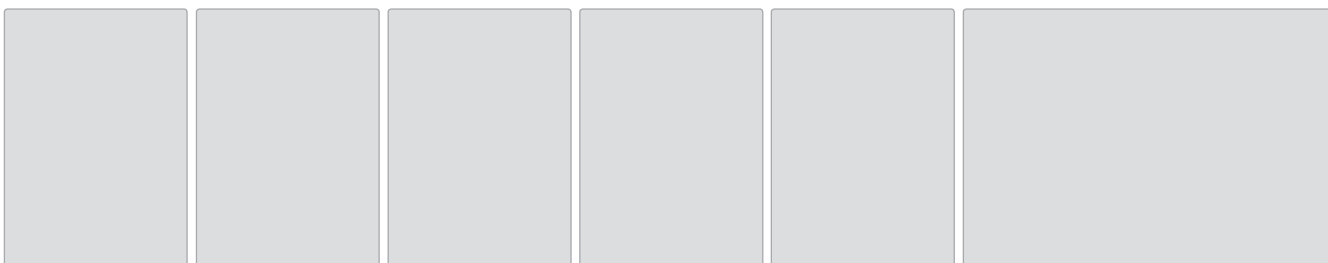
Publishing schedule and deadlines for material delivery are here  
<http://lilita.lv/en/advertising/deadlines/>







### Editorial part



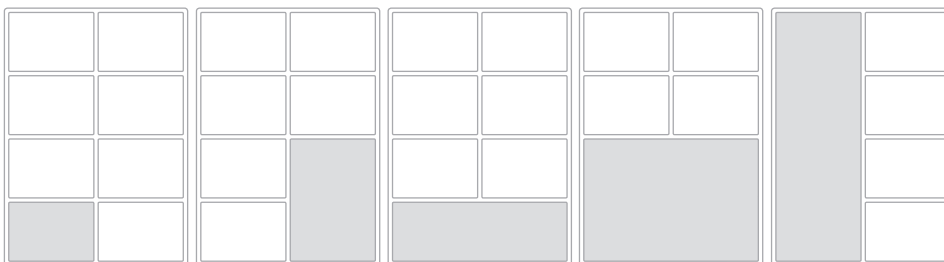
| 2 <sup>nd</sup> cover | 3 <sup>rd</sup> cover | 4 <sup>th</sup> cover | single page | single page next to content | spread     |
|-----------------------|-----------------------|-----------------------|-------------|-----------------------------|------------|
| € 1380                | € 1380                | € 1480                | € 980       | € 1080                      | € 1380     |
| 213x270 mm            | 213x270 mm            | 213x270 mm            | 213x270 mm  | 213x270 mm                  | 426x270 mm |



| 1/2 spread | 1/3 page  | 2/3 page   | 1/2 page   | 1/2 page   | JUNIOR page  |
|------------|-----------|------------|------------|------------|--------------|
| € 980      | € 380     | € 580      | € 380      | € 420      | € 520        |
| 426x135 mm | 74x270 mm | 148x270 mm | 178x123 mm | 213x135 mm | 134 x 170 mm |

### Advertisement section

### Discounts



| 1/8 page   | 1/4 page  | 1/4 page    | 1/2 page   | 1/2 page  |
|------------|-----------|-------------|------------|-----------|
| € 90       | € 190     | € 190       | € 350      | € 350     |
| 87x59,5 mm | 87x123 mm | 178x59,5 mm | 178x123 mm | 87x250 mm |

#### Volume discounts:

|        |         |
|--------|---------|
| 2x 10% | 10x 30% |
| 4x 15% | 12x 35% |
| 6x 20% | 18x 40% |
| 8x 25% | 24x 45% |

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- Booking and submission deadlines can change.
- 1/2 page and Junior page can be placed only in the 2nd part of the book.



# LATVIJAS ARCHITEKTŪRA

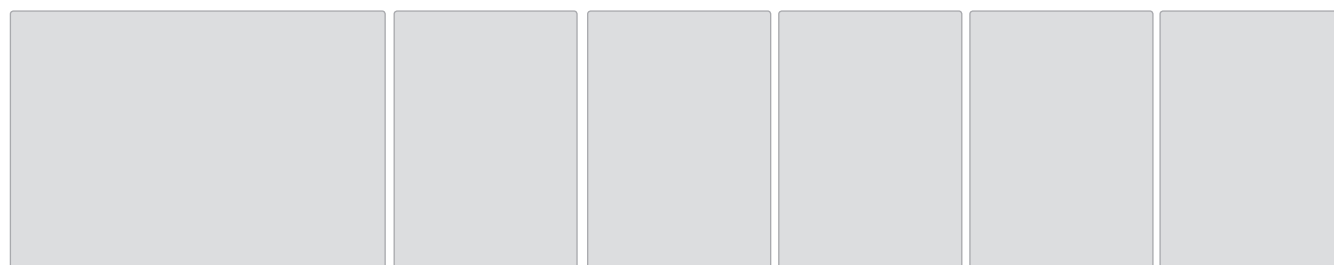
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## Editorial part



### spread

€ 1987

458 x 297 mm

### 2<sup>nd</sup> cover

€ 1680

229 x 297 mm

### 3<sup>rd</sup> cover

€ 1540

229 x 297 mm

### 4<sup>th</sup> cover

€ 2390

229 x 297 mm

### single page

€ 1380

229 x 297 mm

### single page next to content

€ 1535

229 x 297 mm



### 1/2 spread

€ 1395

458 x 148 mm

### 1/3 page

€ 680

74 x 297 mm

### 2/3 page

€ 968

138 x 297 mm

### 1/2 page

€ 830

229x146 mm

### 1/2 page

€ 680

196 x 136 mm

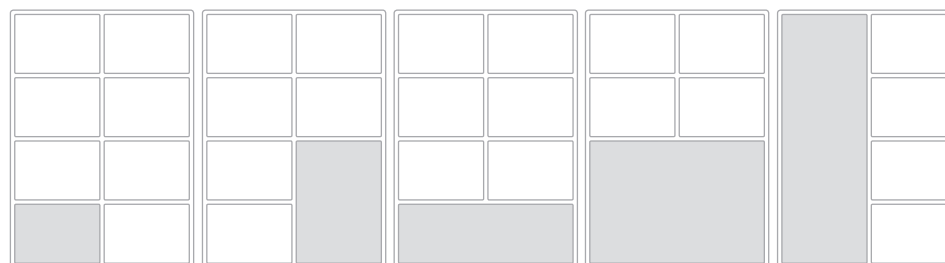
### JUNIOR page

€ 830

138 x 176 mm

## Advertisement section

## Discounts



### 1/8 page

€ 190

96 x 66 mm

### 1/4 page

€ 350

96 x 136 mm

### 1/4 page

€ 350

196 x 66 mm

### 1/2 page

€ 650

196 x 136 mm

### 1/2 page

€ 630

96 x 276 mm

### Volume discounts:

|    |     |     |     |
|----|-----|-----|-----|
| 2x | 10% | 10x | 30% |
| 4x | 15% | 12x | 35% |
| 6x | 20% | 18x | 40% |
| 8x | 25% | 24x | 45% |

Ad agencies: 15%

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- Advertisement design on agreement.
- Check the technical requirements before submission (design).
- Booking and submission deadlines can change.
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Publishing schedule and deadlines for material delivery are here  
<http://lilita.lv/en/advertising/deadlines/>



# LATVIJAS BŪVNIECĪBA

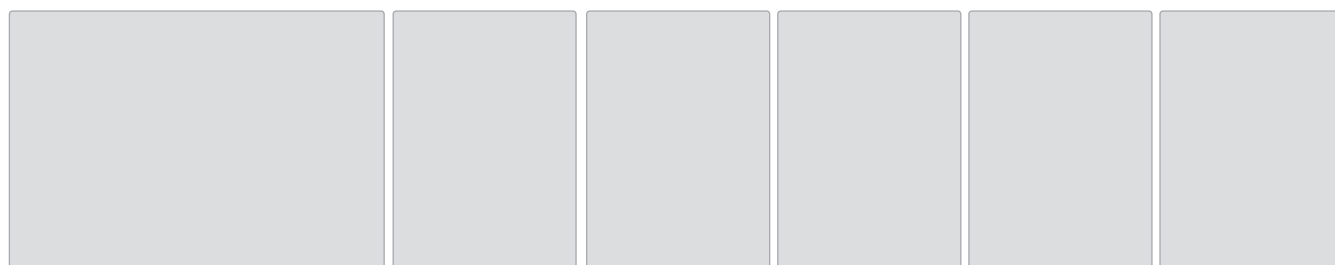
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## Editorial part



### spread

€ 1830

458 x 297 mm

### 2<sup>nd</sup> cover

€ 1490

229 x 297 mm

### 3<sup>rd</sup> cover

€ 1390

229 x 297 mm

### 4<sup>th</sup> cover

€ 1965

229 x 297 mm

### single page

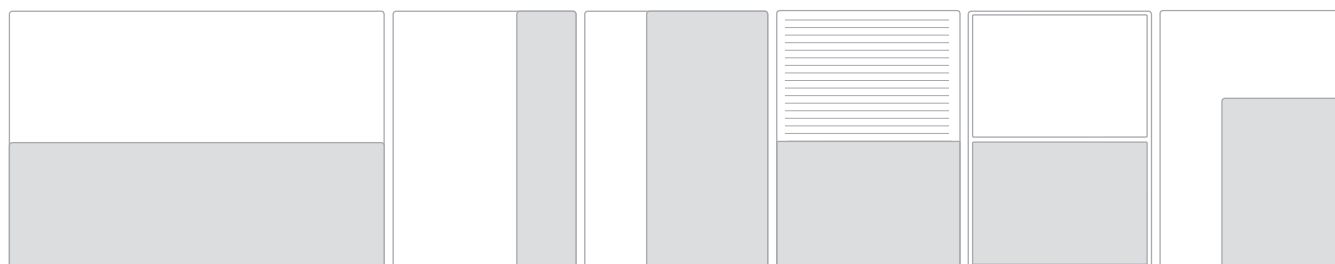
€ 1280

229 x 297 mm

### single page next to content

€ 1390

229 x 297 mm



### 1/2 spread

€ 1180

458 x 148 mm

### 1/3 page

€ 680

74 x 297 mm

### 2/3 page

€ 960

138 x 297 mm

### 1/2 page

€ 780

229x146 mm

### 1/2 page

€ 630

196 x 136 mm

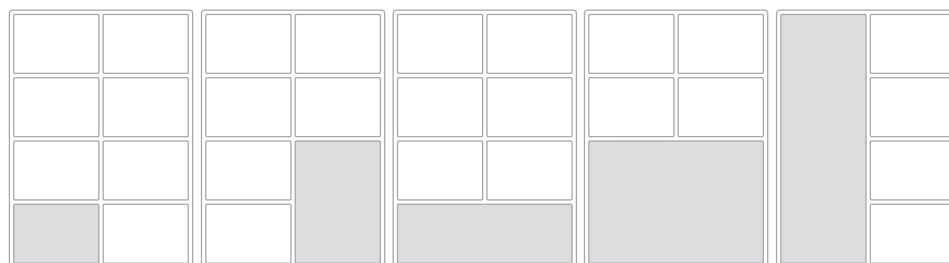
### JUNIOR page

€ 720

138 x 176 mm

## Advertisement section

## Discounts



### 1/8 page

€ 160

96 x 66 mm

### 1/4 page

€ 300

96 x 136 mm

### 1/4 page

€ 300

196 x 66 mm

### 1/2 page

€ 560

196 x 136 mm

### 1/2 page

€ 560

96 x 276 mm

### Volume discounts:

|    |     |     |     |
|----|-----|-----|-----|
| 2x | 10% | 10x | 30% |
| 4x | 15% | 12x | 35% |
| 6x | 20% | 18x | 40% |
| 8x | 25% | 24x | 45% |

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<http://lilita.lv/en/advertising/deadlines/>



# NEZINĀMĀ VĒSTURE

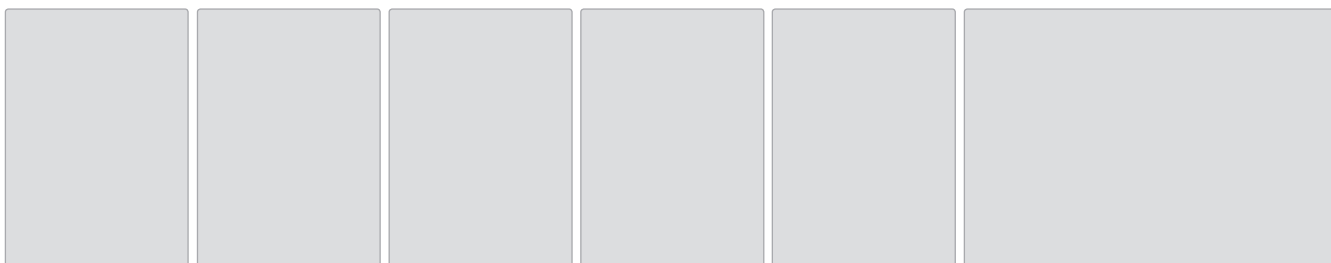
ADVERTISING RATE CARD 2020

www.lilita.lv

**lilita**  
ŽURNĀLU IZDEVNIECĪBA



## Editorial part



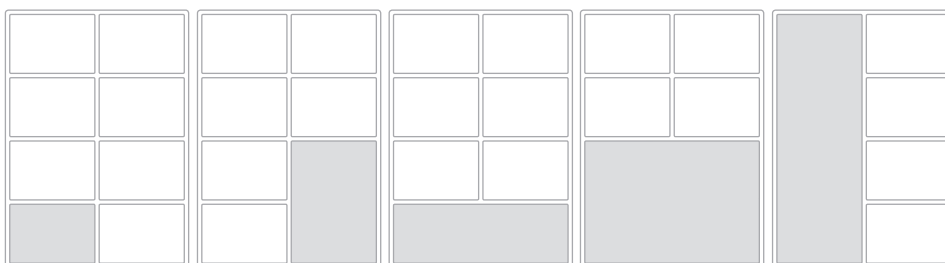
| 2 <sup>nd</sup> cover | 3 <sup>rd</sup> cover | 4 <sup>th</sup> cover | single page  | single page next to content | spread       |
|-----------------------|-----------------------|-----------------------|--------------|-----------------------------|--------------|
| € 1380                | € 1380                | € 1480                | € 880        | € 1080                      | € 1380       |
| 230 x 297 mm          | 230 x 297 mm          | 230 x 297 mm          | 230 x 297 mm | 230 x 297 mm                | 460 x 297 mm |



| 1/2 spread   | 1/3 page    | 2/3 page     | 1/2 page     | 1/2 page     | JUNIOR page  |
|--------------|-------------|--------------|--------------|--------------|--------------|
| € 980        | € 380       | € 580        | € 380        | € 420        | € 420        |
| 460 x 145 mm | 77 x 297 mm | 141 x 297 mm | 196 x 136 mm | 230 x 145 mm | 141 x 183 mm |

## Advertisement section

## Discounts



| 1/8 page   | 1/4 page    | 1/4 page    | 1/2 page     | 1/2 page    |
|------------|-------------|-------------|--------------|-------------|
| € 90       | € 190       | € 190       | € 350        | € 350       |
| 96 x 66 mm | 96 x 136 mm | 196 x 66 mm | 196 x 136 mm | 96 x 276 mm |

### Volume discounts:

|        |         |
|--------|---------|
| 2x 10% | 10x 30% |
| 4x 15% | 12x 35% |
| 6x 20% | 18x 40% |
| 8x 25% | 24x 45% |

Ad agencies: 15%

- Prices do not include 21% VAT.
- Advertisement design on agreement.
- Check the technical requirements before submission (design).
- Booking and submission deadlines can change.
- 1/2 page and Junior page can be placed only in the 2nd part of the book.

Publishing schedule and deadlines for material delivery are here  
<http://lilita.lv/en/advertising/deadlines/>



# NEZINĀMĀ KARA VĒSTURE

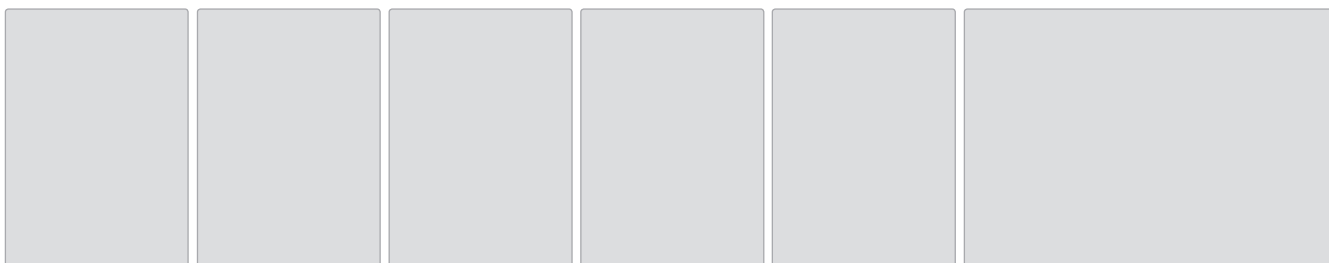
ADVERTISING RATE CARD 2020

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## Editorial part



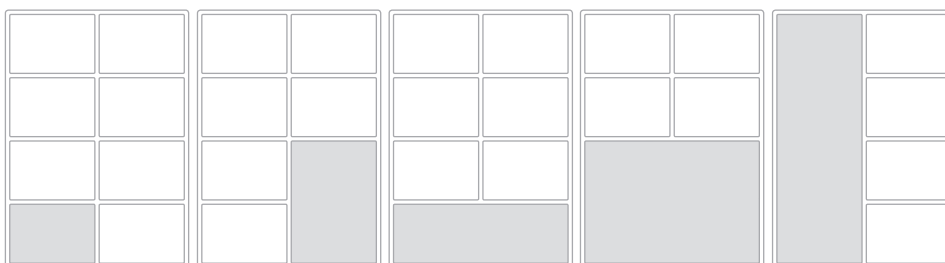
| 2 <sup>nd</sup> cover | 3 <sup>rd</sup> cover | 4 <sup>th</sup> cover | single page  | single page next to content | spread       |
|-----------------------|-----------------------|-----------------------|--------------|-----------------------------|--------------|
| € 1380                | € 1380                | € 1480                | € 880        | € 1080                      | € 1380       |
| 230 x 297 mm          | 230 x 297 mm          | 230 x 297 mm          | 230 x 297 mm | 230 x 297 mm                | 460 x 297 mm |



| 1/2 spread   | 1/3 page    | 2/3 page     | 1/2 page     | 1/2 page     | JUNIOR page  |
|--------------|-------------|--------------|--------------|--------------|--------------|
| € 980        | € 380       | € 580        | € 380        | € 420        | € 420        |
| 460 x 145 mm | 77 x 297 mm | 141 x 297 mm | 196 x 136 mm | 230 x 145 mm | 141 x 183 mm |

## Advertisement section

## Discounts



| 1/8 page   | 1/4 page    | 1/4 page    | 1/2 page     | 1/2 page    |
|------------|-------------|-------------|--------------|-------------|
| € 90       | € 190       | € 190       | € 350        | € 350       |
| 96 x 66 mm | 96 x 136 mm | 196 x 66 mm | 196 x 136 mm | 96 x 276 mm |

### Volume discounts:

|        |         |
|--------|---------|
| 2x 10% | 10x 30% |
| 4x 15% | 12x 35% |
| 6x 20% | 18x 40% |
| 8x 25% | 24x 45% |

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# KĀ TAS STRĀDĀ

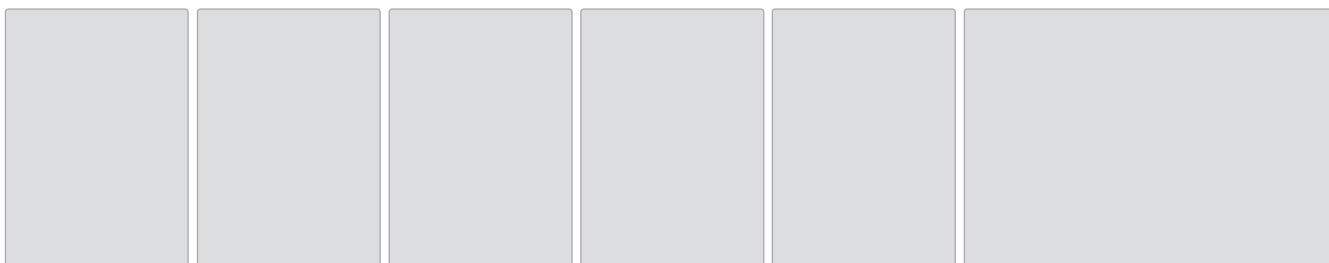
## ADVERTISING RATE CARD 2020

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### Editorial part



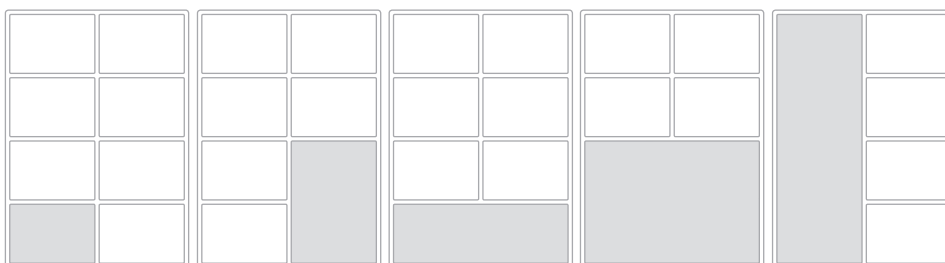
| 2 <sup>nd</sup> cover | 3 <sup>rd</sup> cover | 4 <sup>th</sup> cover | single page  | single page next to content | spread       |
|-----------------------|-----------------------|-----------------------|--------------|-----------------------------|--------------|
| € 1380                | € 1380                | € 1480                | € 880        | € 1080                      | € 1380       |
| 230 x 297 mm          | 230 x 297 mm          | 230 x 297 mm          | 230 x 297 mm | 230 x 297 mm                | 460 x 297 mm |



| 1/2 spread   | 1/3 page    | 2/3 page     | 1/2 page     | 1/2 page     | JUNIOR page  |
|--------------|-------------|--------------|--------------|--------------|--------------|
| € 980        | € 380       | € 580        | € 380        | € 420        | € 420        |
| 460 x 145 mm | 77 x 297 mm | 141 x 297 mm | 196 x 136 mm | 230 x 145 mm | 141 x 183 mm |

### Advertisement section

### Discounts



| 1/8 page   | 1/4 page    | 1/4 page    | 1/2 page     | 1/2 page    |
|------------|-------------|-------------|--------------|-------------|
| € 90       | € 190       | € 190       | € 350        | € 350       |
| 96 x 66 mm | 96 x 136 mm | 196 x 66 mm | 196 x 136 mm | 96 x 276 mm |

#### Volume discounts:

|        |         |
|--------|---------|
| 2x 10% | 10x 30% |
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# Baltic Business Quarterly

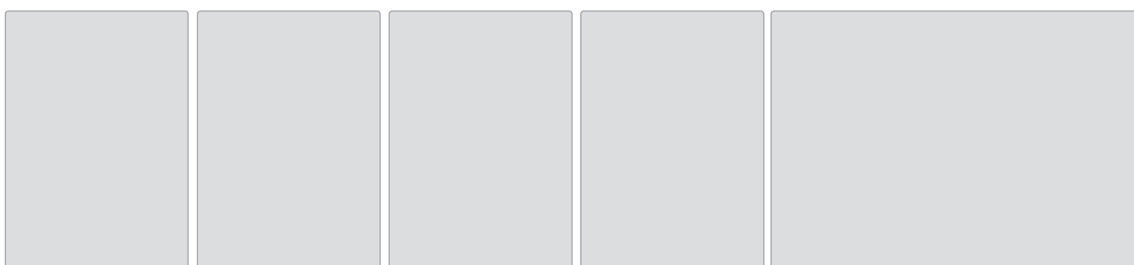
ADVERTISING RATE CARD 2020

www.lilita.lv

**lilita**  
ŽURNĀLU IZDEVNIECĪBA



## Editorial part



| 2 <sup>nd</sup> cover | 3 <sup>rd</sup> cover | 4 <sup>th</sup> cover | single page | spread     |
|-----------------------|-----------------------|-----------------------|-------------|------------|
| € 1200                | € 1200                | € 1800                | € 850       | € 1600     |
| 213x270 mm            | 213x270 mm            | 213x270 mm            | 213x270 mm  | 426x270 mm |



| 1/2 page   | 1/3 page  | 1/4 page  |
|------------|-----------|-----------|
| € 640      | € 550     | € 460     |
| 213x135 mm | 213x93 mm | 213x70 mm |

## Discounts

Volume discounts:

|        |         |
|--------|---------|
| 2x 10% | 10x 30% |
| 4x 15% | 12x 35% |
| 6x 20% | 18x 40% |
| 8x 25% | 24x 45% |

Ad agencies: 15%

- Prices do not include 21% VAT.
- Advertisement design on agreement.
- Check the technical requirements before submission (design).
- Booking and submission deadlines can change.
- 1/2 page and Junior page can be placed only in the 2nd part of the book.

Publishing schedule and deadlines for material delivery are here  
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# TECHNICAL REQUIREMENTS

## SUBMISSION OF READY ADS

Designs in jpg format send by e-mail to:  
**reklama@lilita.lv**

Designs on DVD or CD-ROM deliver to Aģentūra Lilita,  
21, Merķeļā str., LV 1050, Rīga, Latvia.

### PLEASE ATTACH:

- a print-out (or send jpg by e-mail)
- title
- client
- name of the designer and his/her phone number

### SIZE OF ADVERTISEMENT

- Before designing the ad, please check the specific sizes of different ads in different magazines.
- When designing full page and spread ads leave **5mm bleed**.

## WHEN DESIGNING YOUR ADS ON MAC OS

### When designing your ads in Adobe Illustrator:

- a) all texts in outline format;
- b) pictures in TIFF format recommended;
- c) fail saved as EPS;
- d) attach all pictures.

### When designing your ads in Adobe Indesign:

- a) all texts in outline format or all fonts included;
- b) pictures in TIFF format recommended;
- c) file saved using Package function.

### ADS in PDF format:

- a) accepted only for full page and spread ads;
- b) all texts in outline format;
- c) when exporting to PDF, check that:
  - Compatibility: Acrobat 4 (PDF 1.3)
  - Compression: Zip
  - Bleed: 5mm
  - Transparency Flattener: High Resolution

### Pictures:

- a) in CMYK;
- b) 300 dpi;
- c) do not LZW compression for TIFF.

### Fonts: Open Type fonts are recommended.

### Fail compression: Only Stuffit (.sit), ZIP (.zip).

## SIZE OF ADVERTISEMENT

- **Лилит, Lilit** (in latvian),  
**Лилит Look, Lilit Look,**  
**Latvijas Architektūra,**  
**Latvijas Būvniecība**  
page size 229 x 297 mm  
bleed size 239 x 307 mm
- **Copes Lietas, Клёвые Дела, Patron**  
page size 210 x 297 mm  
bleed size 220 x 307 mm
- **geo, Baltic Bussines Quartely**  
page size 213 x 270 mm  
bleed size 223 x 280 mm
- **Nezināmā Vēsture,**  
**Nezināmā Kara Vēsture,**  
**Kā Tas Strādā**  
page size 230 x 297 mm  
bleed sizes 240 x 307 mm

## WHEN DESIGNING YOUR ADS ON A PC

### Pictures:

- a) in CMYK;
- b) 300 dpi;
- c) not compressed;
- d) attach all pictures

### Text: as outlines outlines (text as curves);

### Save as: Adobe Illustrator (ai) format;

### When designing your ads in CorelDraw:

- before submission, please, do the following:
  - a) convert text as outlines.
  - b) save as Adobe Illustrator (AI) format.
  - c) before submission double check the exported file.

**FOR QUESTIONS CALL +371 67061621**