

OSTASIATISCHE ZEITSCHRIFT

Ad specifications | valid as of January 2017



The »Ostasiatische Zeitschrift«, the oldest and most renowned regular publication on East-Asian art in Germany is published by the Deutsche Gesellschaft für Ostasiatische Kunst e.V., Berlin, the association of the friends of the Museum für Asiatische Kunst Berlin.

The magazine is published twice a year, end of April and end of October and has a volume of 64 pages.

1000 copies are circulated. 400 are distributed directly amongst the members of the Deutsche Gesellschaft für Ostasiatische Kunst, another 100 in worldwide exchange with specialised museums, art dealers and libraries, the rest is sold in the museum shop of the Museum für Asiatische Kunst, Berlin and specialised bookshops. On occasion of high ranking exhibitions of East-Asian art in other museums more magazines are printed and distributed through the respective museum stores.

Printed Magazines:	1.000
Subscription:	450
Free distribution to specialised institutions:	100
Publication Dates :	Biannually in spring and autumn

WHOM TO CONTACT

Deutsche Gesellschaft für Ostasiatische Kunst e.V. Museum für Asiatische Kunst / Ostasiatische Kunstsammlung · Takustraße 40 · D-14195 Berlin

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BIC DEUTDE33

SIZES & AD-RATES

Ratefares are listed in Euro

*Trimming 3mm on each side

Space per Page	Space Sizes LIVE		Space Sizes TRIM*		Rate in Euro	
	width in mm	height in mm	width in mm	height in mm	Colour (4c)	b/w
1/1	150	256	210	280	500.-	500.-
1/2, horizontal	150	125	210	137	300.-	300.-
1/2, vertical	72	256	102	280	300.-	300.-
			*Please note that you have to add 3mm for trimming on each side.			
Special Rates						
U2 = 2nd Cover Page			210	280	750.-	750.-
U3 = 3rd Cover Page			210	280	750.-	750.-
U4 = Cover Page (outer back side)			210	280	1,000.-	1,000.-

WEBBANNER	Printad transformed to Webbanner SKYSCAPER_SIZE	Rate in Euro
Size	1/1 Page AD ca. 205 x 750 pixl	90,-
	1/2 Page AD ca. 205 x 375 pixl	

Reductions:

If you book 4 subsequent advertisements there is a bonus of 10%.

Design Services are available: If you want us to design or refine your ad you will be charged by the hour. Hourly rate: 79.- Euro (There is no reduction on these costs.)

AD-SIZE AND LAYOUT

1/1 Full Page Live
150 x 256 mm

1/1 Full Page Bleed
210 x 280 mm

(add 3mm for trimming on each side)

1/2 Page Live horizontal
150 x 125 mm

1/2 Page Bleed horizontal
210 x 137 mm

(add 3mm for trimming on each side)

1/2 Page Live vertical
72 x 256 mm

1/2 Page Bleed vertical
102 x 280 mm

(add 3mm for trimming on each side)

Sizes are given in mm (width x height)

All ads are printed in CMYK 4c if not black and white
Additional colours are possible on special request.
Additional costs will be billed separately.

DIGITAL AD PLACEMENT

Ad-banner placed on www.dgok.de

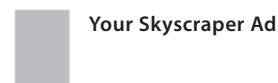
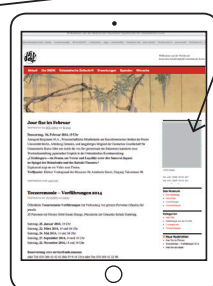
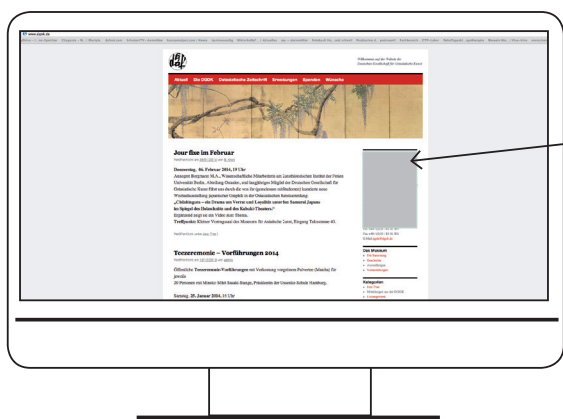
A sampling error free analysis of the usage of our website (www.dgok.de) from 1.1.2013 till 12.31.2014 evidenced the following:

In 2013 it received 135 daily hits from users, not only from the German language sphere, but also from chinese search engine Baidu and Google Japan. We are offering you the traditional Newspaper based ad placement in a prominent location on our

homepage as a "Skyscraper ad" with meaningfully increased visibility. We then "rotate" the ads within the timeframe of the equivalent printing magazine edition. (The Exposer Setups are configured so to give each Ad equal exposure)

This would improve the effectiveness of your advertisement, for which we are of course very grateful.

When clicking on the ad an external browser window opens and links the user to your homepage.



Your Skyscraper Ad

- Place: **Home-Site of dgok e.V.**
Fixed Frame which is **always visible** on Page
- Timeframe: until the next edition of OZ
- **135 clicks** daily,
- a **link** with mouseover brings the user to your Homepage. Linkdata measurement occurs with in the user analysis of your website.

DATES & TECHNICAL REQUIREMENTS

Spring Edition	Booking Date:	Closing Date:	Delivery Date:
	January 20 th	February 15 th	end of April
Autumn Edition			
	July 20 th	September 5 th	end of October

Technical Data:

We print:	CMYK Offset, Euroscala, ISO-Forga-Norm
Light spot:	Screen tone values should not be less than 5%. Slight colour changes are possible variations due to technical tolerances.
Printing material:	Please send us your printing data on CD-Rom, DVD or e-mail with reference colours and content list. For colour ads, a high quality proof print or colourscale is required, otherwise we can not accept responsibility for colour differences occurring in print.
PDF:	highend pdf with pdfX3-standard, with the resolution of 300 dpi in the picturefiles, in 4-colour Euroscale (CMYK-modus) or black and white, 1:1 original size. (print-profil: ISO Coated V2) Please include crop marks, format marks and all other print information in the pdf.
Data storage:	We will keep your data for two months.

You can send your data as InDesignCS5.5, PhotoshopCS5, pdf or IllustratorCS5 Data files. Images/Scans should be 1:1; 300dpi or 150lpi dissolution and stored as eps or tiff. Include all fonts, graphic files (logos etc) for Mac. If you intend to use another program, please let us know in advance.

If you have problems designing your ad, Ms Paulich, responsible for graphic design at the magazine will be happy to design your ad to your input and scan your photographic material. Results and costs will be billed to you directly by Paulich-Graphikdesign, who will be pleased to send you in advance a list indicating all costs for designing your special advertisement.

Please send your material to:

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