

# ADVERTISEMENT RATES 2009

*Turun Sanomat*

# Turun Sanomat

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**Publisher** TS-Group

**Postal address** P.O. Box 95, 20101 Turku, Finland

**Internet** [www.turunsanomat.fi](http://www.turunsanomat.fi)

**E-mail** [firstname.lastname@ts.fi](mailto:firstname.lastname@ts.fi)

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**Chairman of the board** Mr. Mikko Ketonen

**Managing Director** Mr. Keijo Ketonen

**Editor-in-chef** Mr. Aimo Massinen

**Marketing Director** Mr. Lasse Aarnio

**Advertising Director** Mr. Jaakko Ketonen

**Assistant  
of Advertising Dept.** Mrs. Paula Kettunen

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**Party affiliation** independent

**Member of The Finnish Newspaper Publishers association**

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**Circulation** 112 419 (1.1. – 31.12.2007)

**Circulation area is Southwest Finland**

**Readers** 254 000 (KMT Lukija 2008, TNS Gallup Oy)

# Advertisement rates 2009

These prices do not include VAT 22 %.

TURUN SANOMAT		WEEKDAYS €/CMM	SUNDAYS €/CMM	MIN. SIZE (CMM)
<b>Frontpage</b> (modul 1x120 cmm)	b/w	4,71	5,01	120
	2-colors	4,90	5,24	120
	4-colors	5,65	6,00	120
<b>Before text</b>	b/w	3,15	3,55	25
	2-colors	3,38	3,80	100
	4-colors	3,91	4,31	100
<b>In text</b> Travel pages appears on Wednesday and Sunday	b/w	3,45	4,02	50
	2-colors	3,85	4,20	100
	4-colors	4,54	5,19	100
<b>After text</b>	b/w	2,57	3,09	20
	2-colors	3,15	3,50	100
	4-colors	3,66	4,02	100
<b>Jobs available</b>	b/w	3,15	3,55	20
	2-colors	3,38	3,80	100
	4-colors	3,91	4,31	100

No issues on following days in the year 2009. Thursday 1.1., Sunday 12.4., Monday 13.4., Saturday 20.6., Sunday 21.6., Friday 25.12. and Saturday 26.12.

TABLOIDS	SIZE	MM	€
<b>Extra</b> Appears between Turun Sanomat on every Saturday.	1/2-page	252x180	1 645
	1/1-page	252x365	3 025
<b>Treffii</b> Appears between Turun Sanomat on every Wednesday.		60x60	193
		124x60	383
		188x100	570
	1/1-page	252x365	3 025
<b>TS Talous</b> (economy) <b>TS Teema</b>	1/16-page	60x80	279
	1/8-page	124x90, 60x180	492
	1/4-page	124x180, 252x90	970
	1/2-page	252x180, 124x365	1 645
	1/1-page	252x365	3 025

TS Talous appears between Turun Sanomat 10 times in years. Publishing dates 2009: 27.1., 24.2., 24.3., 28.4., 26.5., 16.6., 25.8., 29.9., 27.10. ja 24.11.

# Special Prices

## Fixed positions 10 %

Minimum size in front page 360 cmm and other pages 400 cmm.

## Extra holidays

Sunday rates are applied also on extra holidays, May Day and Independence day (Dec 6 th).

If the newspaper is not published on Sunday because of an extra holiday we will use Sundayprices to the newspaper published last before Sunday.

# Discounts

## Repeat ad discount

In case the advertisement is repeated unchanged in 14 days a discount of 10 % is granted.

## Classified and lines ads

Discounts for repeated classified (20-200 cmm) and lines ads after and before text.

- 10 % on the second advertisement
- 20 % on the third and the following ads

## Advertising agency discount

Authorized agencies 15 %.

## Restrictions on discounts

In addition to advertising and media agency it is possible to obtain only one additional discount depending on the way of publishing or the type of advertising.

# Deadlines for ads in Turun Sanomat

Insertion dates	Bookings, ad orders	Ready pdf-materials
Monday	Friday 10 o'clock	Friday 14 o'clock
Tuesday	Monday 10 o'clock	Monday 14 o'clock
Wednesday	Tuesday 10 o'clock	Tuesday 14 o'clock
Thursday	Wednesday 10 o'clock	Wednesday 14 o'clock
Friday	Thursday 10 o'clock	Thursday 14 o'clock
Saturday	Friday 10 o'clock	Friday 14 o'clock
Sunday	Friday 10 o'clock	Friday 14 o'clock
Theme pages and tabloids	Two working days prior to the insertion day	Two working days prior to the insertion day

If the material is not ready, the deadlines are one working day earlier.

# Error and claims, cancellation and payment terms for 2009

## Errors and claims

Turun Sanomat strives to publish all accepted advertisements on the dates agreed upon. However, there shall be no liability for any damages whatsoever the advertiser may be caused if, for productional or other operational reasons (e.g. strike) or for reasons due to the advertiser, an accepted advertisement can not be published.

In the event of an error or omission of the advertisement the publisher's liability shall in all cases be limited to repaying any amount received for the advertisement. All claims shall be made within eight (8) days of the publication or the scheduled date of the advertisement

## Cancellations terms

Advertisements may be cancelled without a cancellation fee at the latest five (5) working days prior to the date of publication. If the cancellation is made later, the charge will amount to 40 % of the gross price of the advertisement.

date of publication. Expenses incurred due to cancellations will be charged as follows:

- If the cancellation is made later than 21 days prior to publication, the charge will amount to 40 % of the gross price of the advertisement.

## FRONT AND BACK PAGE

Reservations may be cancelled without cancellation fee at the latest 21 days prior to the

## INSERTS

Cancellations must be made at the latest 21 days prior to the date of publication.

## Terms of payment and securities

### BANK INFORMATION

IBAN code **FI97 2057 1800 0634 36**

SWIFT code **NDEAFIHH**

### PAYEE

TS-Group, Turun Sanomat Marketing

**Company clients** pay within 14 days of the date of invoice.

operational and quality cooperation and meet creditworthiness criteria (IYN or bond posted with Turun Sanomat) pay within 30 days. TS Group reserves the right to change the payment terms.

Interest of 13 % is payable on over-due payments. Claims concerning invoices must be made within 8 days of the date of invoice.

Securities: according to the terms and conditions of Turun Sanomat.

**Advertising and media agencies / direct clients** who have signed an agreement on

**Continues to the next page**

Value Added Tax = VAT is 22 % and will be shown separately on your invoice.

#### **RATE CHANGES**

TS Group shall have the right to change advertisement rates at any time. Price increases caused by any law, statute or acts of government authorities will increase prices corre-

spondingly from the date such order comes into effect. Such increases will also apply to advertisement bookings already made.

#### **Information we need about the client**

- Company's name (how it is registered)
- Perfect address
- Contact person

- Phone number, fax number and e-mail
- VAT-number (if a company). This is very important, we can only charge without tax if we have the VAT-number.

#### **Bookings and cancellations**

For bookings kindly contact Turun Sanomat Marketing.

- E-mail [bookings@turunsanomat.fi](mailto:bookings@turunsanomat.fi)
- Fax +358 2 269 3469
- Phone +358 2 269 3316

## **Electronic documents**

We recommend electronic delivery of materials as a PDF file which is created using Adobe Acrobat Distiller (PDF 1.3 – 1.5 version). The material may be submitted in the following document formats (Macintosh or PC).

- Adobe Illustrator CS – CS3
- Adobe InDesign 2.0 – CS3
- Macromedia Freehand 7.0 – MX
- QuarkXPress Passport 4.1 – 7.0

The document supplied and the final advertisement must occupy the same printout area and each document must only contain the material for one advertisement.

Always double-check that the document file is free of errors before sending the material!

#### **Fonts (typefaces)**

Adobe PostScript fonts. We recommend that the fonts be converted into paths if the application program allows for it. It should be noted that TrueType -fonts cannot be employed.

#### **Appended images and graphics**

Images and graphics are to be stored as high-resolution CMYK -images in the EPS- or TIFF-formats. The recommended resolution of pictures imported in page layout programs on a scale of 1:1 is 200 ppi. In EPS-format DCS-mode can not be used. In TIFF-format LZW-packing is not allowed.

#### **Data compression**

The colour values of four-colour advertisements must be defined as CMYK process colours. We recommend data compression since it helps to reduce transfer times. The allowed compression programs are Stuffit and Zip. PDF-documents does not have to be packed.

## Proofs

Electronic documents must always be accompanied by a proof sheet/print. We recommend that you supply a full-colour proof. It is also

possible to fax the proof to number +358 2 269 4475. Complaints can only be considered if a proof print/impression is received with the submission.

## Delivery of materials and accompanying formproofs

Electronic documents can be submitted by line transfer through e-mail, FTP or First-Class. Documents also be sent on a CD-ROM. All materials must show the name and telephone number of the reproduction company or equivalent facility where the material was produced as well as the publication date and the name of the advertiser/advertising agency.

### DELIVERY ADDRESS

Turun Sanomat, Advertisements  
P.O. Box 95, FI-20101 Turku, FINLAND

### OR FOR COURIERS

Kauppiaskatu 5, 20100 Turku, FINLAND

**Fax** +358 2 269 3469  
**E-mail** ads@turunsanomat.fi  
**FTP** ftp.turunsanomat.fi  
(user id: vieras, password: vieras)

More detailed technical information on the delivery of materials and line transfer connections can be obtained from Mr. Jarkko Nikkilä at +358 2 269 4573.

By following the instructions presented above when preparing advertisement material, you can significantly enhance your control over the quality of the end result.

## Technical data

**Printing plant** Turun Sanomat  
Newspaper printing  
house, Artukainen  
**Printing Method** Four-color offset  
**Paper** Newsprint 45 g/m<sup>2</sup>  
**Resolution** 40 lines/cm

### Column widths of Turun Sanomat

1 column ..... 44 mm  
2 columns ..... 92 mm  
3 columns ..... 140 mm  
4 columns ..... 188 mm  
5 columns ..... 236 mm  
6 columns ..... 284 mm  
8 columns ..... 380 mm

## Printing area of the paper

Front page  
1/1 ..... 380 x 480 mm  
1/2 horizontal ..... 380 x 240 mm  
1/2 vertical ..... 188 x 480 mm  
1/4 ..... 188 x 240 mm  
Spread  
1/1 ..... 780 x 525 mm  
In text  
1/1 ..... 380 x 525 mm  
1/2 horizontal ..... 380 x 260 mm  
1/2 vertical ..... 188 x 525 mm  
1/4 ..... 188 x 260 mm  
Tabloid inserts  
1/1 ..... 252 x 365 mm



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