

# Display advertising rates

## CERN Courier full colour display advertising rates (€) 2008

	<b>1x</b>	<b>5x</b>	<b>10x</b>
<b>Full page</b>	6301	5929	5439
<b>Half island</b>	4615	4328	4110
<b>Half vertical</b>	4149	3893	3683
<b>Half horizontal</b>	4149	3893	3683
<b>Third vertical</b>	3116	2914	2774
<b>Quarter</b>	2308	2207	2098
<b>Eighth</b>	1500	1430	1352

Subject to change

## CERN Courier mono display advertising rates (€) 2008

	<b>1x</b>	<b>5x</b>	<b>10x</b>
<b>Full page</b>	4794	4514	4289
<b>Half island</b>	3551	3372	3201
<b>Half vertical</b>	3256	3061	2867
<b>Half horizontal</b>	3256	3061	2867
<b>Third vertical</b>	2541	2385	2277
<b>Quarter</b>	1997	1904	1803
<b>Eighth</b>	1204	1150	1088

Subject to change

## Online display advertising rates (€) 2008

	<b>Duration</b>	<b>€</b>
<b>Featured company</b>	<b>12 months</b>	1961
<b>Star product</b>	<b>1 month</b>	725
<b>Top-level banner</b>	<b>1 month</b>	1443
<b>Skyscraper banner</b>	<b>1 month</b>	1443
<b>Key supplier</b>		
<b>5-page site</b>	<b>12 months</b>	7400
<b>10-page site</b>	<b>12 months</b>	14800
<b>Latest issue alert sponsorship</b>	<b>1 month</b>	592
<b>Sponsored search terms, 3 words</b>	<b>6 months</b>	2220

Subject to change

# Standard recruitment advertising rates

CERN Courier standard recruitment advertising rates (€) 2008				
cm	one column	two columns	three columns	four columns
1	95	189	284	379
2	189	379	568	758
3	284	568	852	1137
4	379	758	1137	1516
5	474	947	1421	1894
6	568	1137	1705	2273
7	663	1326	1989	2652
8	758	1516	2273	3031
9	852	1705	2557	3410
10	947	1894	2842	3789
11	1042	2084	3126	4168
12	1137	2273	3410	4547
13	1231	2463	3694	4925
14	1326	2652	3978	5304
15	1421	2842	4262	5683
16	1516	3031	4547	6062
17	1610	3220	4831	6441
18	1705	3410	5115	6820
19	1800	3599	5399	7199
20	1894	3789	5683	7578
21	1989	3978	5967	7956
22	2084	4168	6252	8335
23	2179	4357	6536	8714
24	2273	4547	6682	9093
25	2368	4736	7104	9472
26	2463	4925	7388	9851

Subject to change

Standard rates*	
	€
<b>Mono</b>	95
<b>Spot colour</b>	98
<b>Full colour</b>	101
Subject to change	
* Per single column centimetre (scc)	

Set-size discounts – mono rates	
	€
<b>Quarter</b>	2223
<b>Half</b>	4446
<b>Full page</b>	7904
<b>DPS</b>	13382
Subject to change	

Online rates 2008 – standard	
	€
<b>Text listing</b>	754
<b>Star job</b>	1008
<b>Star employer</b>	834
<b>Company spotlight</b>	1233
Subject to change	

# Academic recruitment advertising rates

## CERN Courier academic recruitment advertising rates (€) 2008

cm	one column	two columns	three columns	four columns
1	86	172	258	343
2	172	343	515	687
3	258	515	773	1030
4	343	687	1030	1373
5	429	858	1288	1717
6	515	1030	1545	2060
7	601	1202	1803	2404
8	687	1373	2060	2747
9	773	1545	2318	3090
10	858	1717	2575	3434
11	944	1888	2833	3777
12	1030	2060	3090	4120
13	1116	2232	3348	4464
14	1202	2404	3605	4807
15	1288	2575	3863	5150
16	1373	2747	4120	5494
17	1459	2919	4378	5837
18	1545	3090	4635	6180
19	1631	3262	4893	6524
20	1717	3434	5150	6867
21	1803	3605	5408	7211
22	1888	3777	5665	7554
23	2974	3949	5923	7897
24	2060	4120	6180	8241
25	2146	4292	6438	8584
26	2232	4464	6696	8927

Subject to change

## Academic rates\*

	€
<b>Mono</b>	86
<b>Spot colour</b>	90
<b>Full colour</b>	95

Subject to change  
\* Per single column centimetre (scc)

## Online rates 2008 – academic

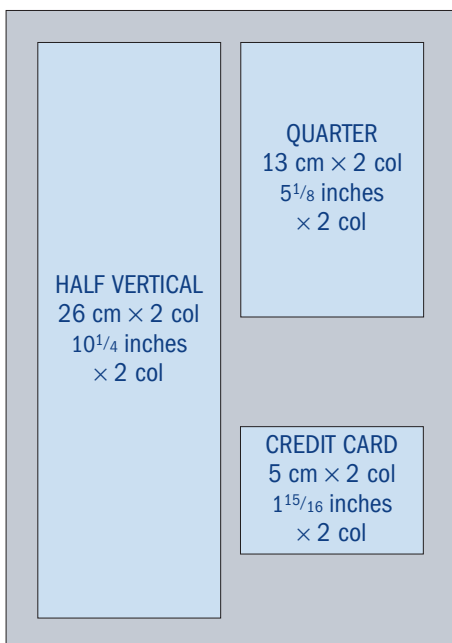
	€
<b>Text listing</b>	363
<b>Star job</b>	544
<b>Star employer</b>	508
<b>Company spotlight</b>	653

Subject to change

# Mechanical information

## Recruitment advertising

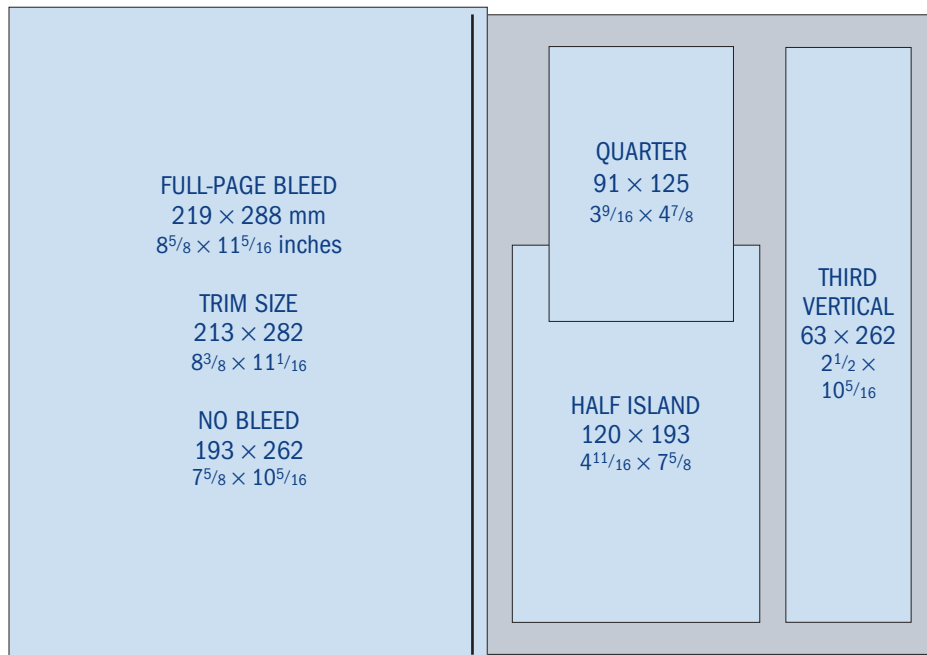
The column length is 26 cm (10<sup>1</sup>/<sub>4</sub> inches) and a full page is four columns wide. Adverts can span one, two, three or four columns (below are some of the most popular options). The sales team is happy to advise on advert sizes geared to the amount of text and budget available. The 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

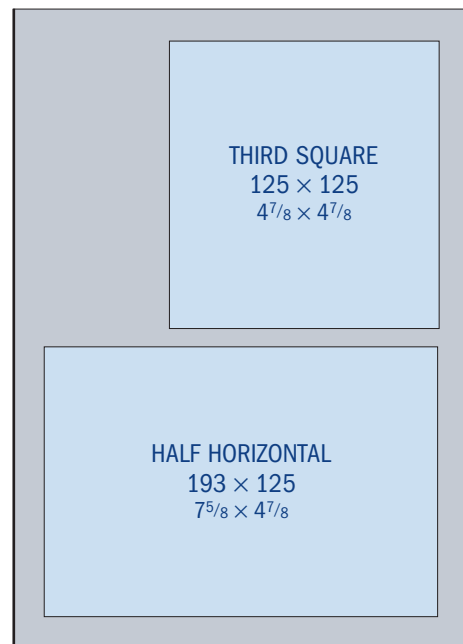
Your logo should be supplied as a GIF or JPEG file, with your company name (up to 128 characters), a short description (up to 250 characters), a long description (unlimited) and a list of product categories from the "Browse by Category" menu.

### 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