

Advertising in Brandposten

Edition

Published twice per year with an edition of 6 000 copies (Swedish edition) and 1 000 copies (English edition).

Discounts

10 % discount if advertisement is present in 2 consecutive editions.

Advertisement

Material should be sent digitally in one of the following formats:

- Adobe Acrobat (use "Press"-setting),
- Adobe Illustrator
- EPS-file

Included pictures should be 300 dpi, CMYK. Fonts in an EPS-file should be converted to outlines. Enclose an approved colour print.

Miscellaneous

The prices in the Swedish edition include advertisement tax (8 %). The prices are only valid for printer ready material.

Booking of advertisements



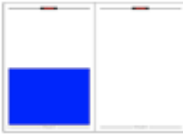
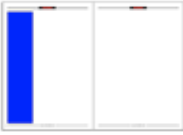


Fredrik Rosén, e-mail: fredrik.rosen@sp.se
Telephone +46 10 516 56 86, telefax +46 33 41 77 59

Material delivery

Erika Hjelm, erika.hjelm@sp.se
P O Box 857, 501 15 BORÅS, Sweden
Street address: Brinellgatan 4, hus 1, Borås, Sweden

Next issues 2010

| | Deadline for booking advertisements | Advertisement latest at SP | Estimated printing date |
|---------------|-------------------------------------|----------------------------|-------------------------|
| No 42 Swedish | May 7 | May 21 | June 7 |
| No 42 English | June 18 | Aug 9 | Sept 1 |
| No 43 Swedish | Nov 8 | Nov 19 | Dec 1 |

| Formate | | Text-face | Edition | 4-colour (Euro) |
|----------|---|--------------|-----------------------|-------------------------|
| Spread |  | 396 x 267 mm | swe+eng swe eng | 2.650 2.120 1.330 |
| 1/1-page |  | 186 x 267 mm | swe+eng swe eng | 1.750 1.400 880 |
| 1/2-page |  | 186 x 130 mm | swe+eng swe eng | 1.150 920 580 |
| 1/3-page |  | 59 x 260 mm | swe+eng swe eng | 850 680 430 |
| 1/4-page |  | 186 x 65 mm | swe+eng swe eng | 750 600 380 |
| 1/6-page |  | 59 x 130 mm | swe+eng swe eng | 630 500 320 |