

Sign+ Magazine



General information

Title	Sign+ Magazine	
Subtitle	Independent trade journal for visual Communication	
Published by	Eisma Businessmedia bv PO Box 340 8901 BC Leeuwarden	
Publisher	Peter Feenstra	
Advertising Dept.	Sales Michel Lases T +31 (0)6-82813717 m.lases@eisma.nl	Sales Nynke Miedema T +31 (0)88-2944852 n.miedema@eisma.nl
Editor	Wouter Mooij, managing editor T +31 (0)88-2944817 Hetty Stevens, editor (sign) T +31 (0)88-2944820 Marijke Kuypers, editor (screen printing) T +31 (0)88-2944819 E redactiesign@eisma.nl	
Circulation	4.100 Copies	
Volume	29	
Frequency	8 editions a year	

Advertising Rates

(Number of full colour adverts in 12 months)

Size	1 x	4 x	8 x
1/4 page	689	658	623
1/2 page	1322	1255	1192
1/1 page	2449	2327	2209

Surcharge

Cover 2	+ 15 %
Cover 3	+ 10 %
Cover 4	+ 20 %
Special position	+ 10 %
Classifieds	€ 23
DTP Costst	Time-based work

Print specifications

Printing procedure	offset
Paper Cover	200 g/m2 hv + gloss laminate
Paper Inside	115 g/m2 hv semi-matt mc

Inserts & bound inserts

Insert max. 1 A4	2689
Insert max. 1 A3 (folded to A4)	3535
Insert bigger than 1 A3	on request
Bound Insert, max. 1 A3	on request
Bound Insert, bigger than 1 A3	on request

For technical specifications, please contact us on time

Industry Registry

Option 1: Name and Adress, Company logo in full color and a slogan in ± 10 words for € 128,- in a category of your choice (price based on a year contract, 8 editions).

Option 2: An advertisement of B 57 x H 66 mm in full color in a category of your choice for € 261,- (price based on a year contract, 8 editions).

The Industry Registry rates above are inclusive publishing your business in the online industry register on www.sign.nl

Dimensions

Size	portrait (w x h in mm)	landscape (b x h in mm)
1/1 page	202 x 268	--
1/2 page	99 x 268	202 x 132
1/4 page	99 x 132	202 x 64
Industry Registry	57 x 66	
Print area	202 x 268	
Page size	230 x 300	Bleed: 3 mm trim around
Colour mode	CMYK	
Resolution	300 dpi	

Digital Copy

PDF

- Certified PDF
- Images and fonts embedded

Quark Xpress

- Please add or include all (Mac) fonts, illustrations and images

Adobe Illustrator

- Outlines
- *.ai, *.Eps

Adobe Photoshop

- Flattened (not layered)
- *.Tiff, *.Eps, *.Jpg, *.Psd
- No multichannel or duotone images

Other file types (e.g. Word)

- Text in Word, images as separate files (not embedded)

Copy Delivery

Files up to 10MB can be send by e-mail to sign@zeedesign.nl.
For larger files please use our We Transfer account. Upload your files on <https://eisma.wetransfer.com> and send it to sign@zeedesign.nl

Delivery specifications for inserts

Amount	same as circulation (see page1)
Delivery type	in boxes
Deadline	6 working days before publication date

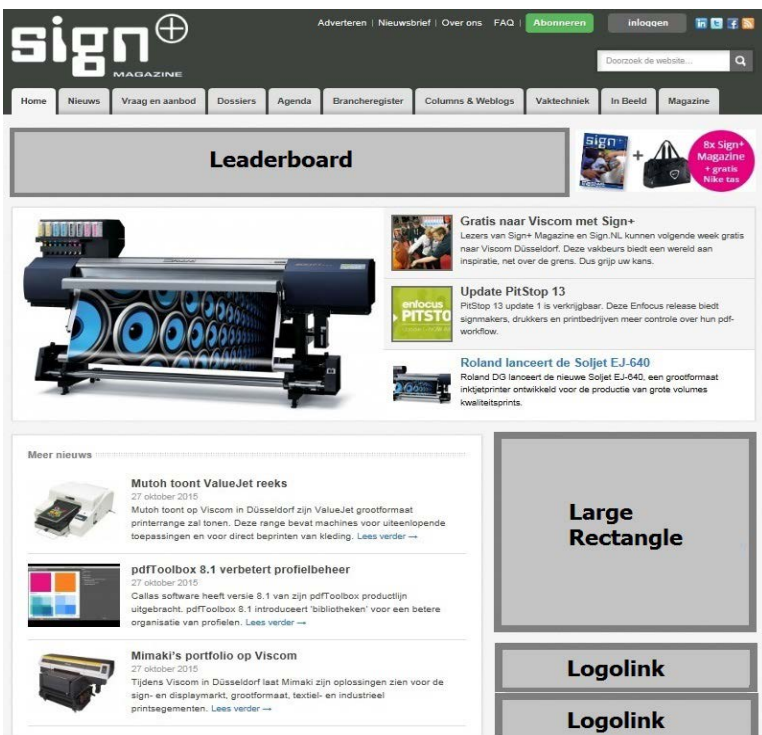
Delivery adress
Veldhuis Media
Attn. Theo Nitrauw
Kanaaldijk OZ 3
8102 HL Raalte Netherlands

Please mention the title of the Magazine and the edition they should be published in on the boxes.

Publication list 2017

Edition	Reservation deadline	Deadline copy	Publication date	Theme / Focus
1	Mon. 02-01-17	Thu. 05-01-17	Tue. 24-01-17	Previews: ISE, Vakdag Print en Sign
2	Mon. 13-02-17	Thu. 16-02-17	Tue. 07-03-17	Preview Vakbeurs Sign & Commentary ISE
3	Mon. 24-03-17	Thu. 27-03-17	Tue. 18-04-17	Preview Fespa Hamburg & Commentary Vakbeurs Sign
4	Mon. 09-05-17	Thu. 12-05-17	Tue. 06-06 -17	Commentary Fespa Hamburg
5	Mon. 19-06-17	Thu. 22-06-17	Tue. 11-07-17	
6	Mon. 21-08-17	Thu. 24-08-17	Tue. 12-09-17	Preview Viscom Dusseldorf
7	Mon. 02-10-17	Thu. 05-10-17	Tue. 24-10-17	
8	Mon. 13-11-17	Thu. 16-11-17	Tue. 05-12-17	Commentary Viscom Dusseldorf

Website www.sign.nl



Leaderboard

A Leaderboard is a big, almost page-wide advertisement placed on top of the page. A leaderboard links directly to a landing page.

Specifications

- 728 x 90 pixels
- 320 x 50 pixels (for Mobile Devices)
- File size: max. 49 kb;
- Supported files: GIF, JPG, HTML5 of Third Party Tags.
- Url of the landing page

Rate

- € 85,- CPM (1 CPM = 1.000 views)

Logolink

A logolink is a combination of a logo and a short text that links directly to a landing page.

Specifications

- Logo 90 x 40 pixels, max. 40 kb
- 2 short lines text, max. 25 characters each (incl. spaces and punctuation)
- Url of the landing page

Rate

- € 289,- a month

Large rectangle

A large rectangle is a square banner on the right side of the page. The format is ideal for communicating different types of messages, including video. A large rectangle links directly to the landing page.

Specifications

- 336 x 280 pixels
- 300 x 250 pixels (for Mobile Devices)
- File size: max. 49 kb;
- Supported files: GIF, Jpg, HTML or Third Party Tag
- Url of the landing page

Rate

- € 91,- CPM (1 CPM = 1.000 views)

Rich Media

In addition to regular online advertising we also offer Rich Media expressions such as Expandables, Floor Ads, Layers, Corner Ads and Wallpapers. For more information please contact our account manager.

DoubleClick for Publishers

www.sign.nl is using the ad serving platform DoubleClick for Publishers. DoubleClick is the global leader serving more than 80 billion online ads a month using more than 130 ad servers all over the world. DoubleClick is established more than 10 years ago and is now part of Google. DoubleClick is audited by PricewaterhouseCoopers. The ad serving infrastructure is constantly improved to remain the most trusted and reliable ad serving platform.

For reports with results of your online campaign please contact our account manager.

Delivery digital copy

Please send digital copy for www.sign.nl
2 working days before publication by e-mail to n.miedema@eisma.nl

Newsletter Sign+ Magazine

The digital newsletter of Sign + Magazine is sent every week on Thursday to 4,300 newsletter subscribers.



Banner

A banner is a horizontal advert, almost as wide as the newsletter itself. A banner links directly to a landing page.

Specifications

- 468 x 60 pixels, max. 40 kb.
- GIF or Jpg
- Url of the landings page

Rate

- € 402,-

Advertorial

An advertorial is a combination of text and image and the lay-out is resembling the editorial content of the newsletter. An advertorial links directly to the landing page.

Specification

- Text: Header, Bodytext and Pay-off, together max. 400 characters including white spaces.
- Image 600 x 400 pixels, max 120 kb.
- Jpg, Gif or Png
- Url of the landings page

Rate

- € 402,-

Dedicated Newsletter / E-cast

Next to a regular ad in our regular newsletter we also offer dedicated newsletters (E-casts) that we can send for you to the newsletter subscribers of Sign+ magazine. For more information ask our accountmanager.

Specifications

- complete HTML script

Rate

- € 1802,-

Delivery digital copy

Please send the copy for the newsletter of Sign+ Magazine one day before placement by e-mail to: n.miedema@eisma.nl