

Sign+ Magazine



General information

Title	Sign+ Magazine	
Subtitle	Independent trade journal for visual Communication	
Published by	Eisma Businessmedia bv Celsiusweg 41 8912 AM Leeuwarden	
Publisher	Peter Feenstra	
Advertising Dept.	Maaïke Gerritsen T +31-655332192 m.gerritsen@eisma.nl	Astrid Wouda T +31-882944852 a.wouda@eisma.nl
Editor	Wouter Mooij, managing editor T +31 (0)88-2944817 Hetty Stevens, editor T +31 (0)88-2944820 Marijke Kuypers, editor T +31 (0)88-2944819 E redactiesign@eisma.nl	
Circulation	4.100 Copies	
Volume	31	
Frequency	8 editions a year	

Advertising Rates

(Number of full colour adverts in 12 months)

Size	1 x	4 x	8 x
1/1 page	€ 2,552	€ 2,397	€ 2,275
1/2 page	€ 1,362	€ 1,293	€ 1,228
1/4 page	€ 710	€ 678	€ 642

Inserts & bound inserts

Insert max. 1 A4	€ 2,770
Insert max. 1 A3 (folded to A4)	€ 3,641
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

Surcharge

Cover 2	+ 15 %
Cover 3	+ 10 %
Cover 4	+ 20 %
Special position	+ 10 %
Classifieds	€ 25
DTP costs	Time-based costs

Option 1: Name and Adress, Company logo in full color and a slogan in ± 10 words for € 132,- 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 € 269,- (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

Print specifications

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

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 Nitrau Kanaaldijk OZ 3 8102 HL Raalte Netherlands
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Please mention: Sign+ Magazine and the edition

Publication list 2019

Edition	Reservation Deadline	Deadline copy	Publication Date	Theme / Focus
1	Tue. 07-01-19	Thu. 10-01-19	Tue. 23-01-19	Preview ISE & Commentary Viscom
2	Mon. 18-02-19	Thu. 21-02-19	Tue. 12-03-19	Preview Sign & Print Expo & Commentary ISE
3	Fr. 05-04-19	Thu. 10-04-19	Tue. 30-04-19	Preview Fespa
4	Fr. 17-05-19	Thu. 22-05-19	Tue. 11-06-19	Commentary Fespa
5	Mon. 01-07-19	Thu. 04-07-19	Tue. 23-07-19	
6	Mon. 19-08-19	Thu. 22-08-19	Tue. 10-09-19	Preview Pure Digital
7	Mon. 07-10-19	Thu. 10-10-19	Tue. 29-10-19	
8	Mon. 18-11-19	Thu. 21-11-19	Tue. 10-12-19	

Sign.NL (130.000 pageviews a month)

The screenshot shows the Sign.NL website interface. At the top, there's a navigation bar with 'Home', 'Nieuws', 'Vraag en aanbod', 'Dossiers', 'Agenda', 'Brancheregister', 'Columns & Weblogs', 'Vaktechniek', 'In Beeld', and 'Magazine'. Below this is a 'Leaderboard' section with three featured articles: 'Gratis naar Viscom met Sign+', 'Update PitStop 13', and 'Roland lanceert de Soljet EJ-640'. To the right of the articles is a large grey box labeled 'Large Rectangle'. Below the articles are three smaller boxes labeled 'Logolink'.

Leaderboard

A Leaderboard is a big, almost page-wide advertisement placed on top of the page.

Specifications

- 728 x 90 pixels (PC and laptop), max. 99 kb
- 320 x 50 pixels (smartphone and tablet), max. 99 kb
- Supported files: .jpg, .gif, animated.gif, .png, html5
- URL of the landing page

Rate

- € 88,- CPM (1 CPM = 1.000 views)

Logolink

A logolink is a combination of a logo and a short text.

Specifications

- Logo 90 x 40 pixels, max. 40 kb
- Tekst max. 25 characters each (incl. spaces and punctuation)
- URL of the landing page

Rate

- € 298,- 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 (PC en laptop), max. 99 kb
- 300 x 250 pixels (smartphone en tablet), max. 99 kb
- Bestandsformaten: .jpg, .gif, animated.gif, .png, html5
- URL van de landingspagina

Rate

- € 94,- 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.

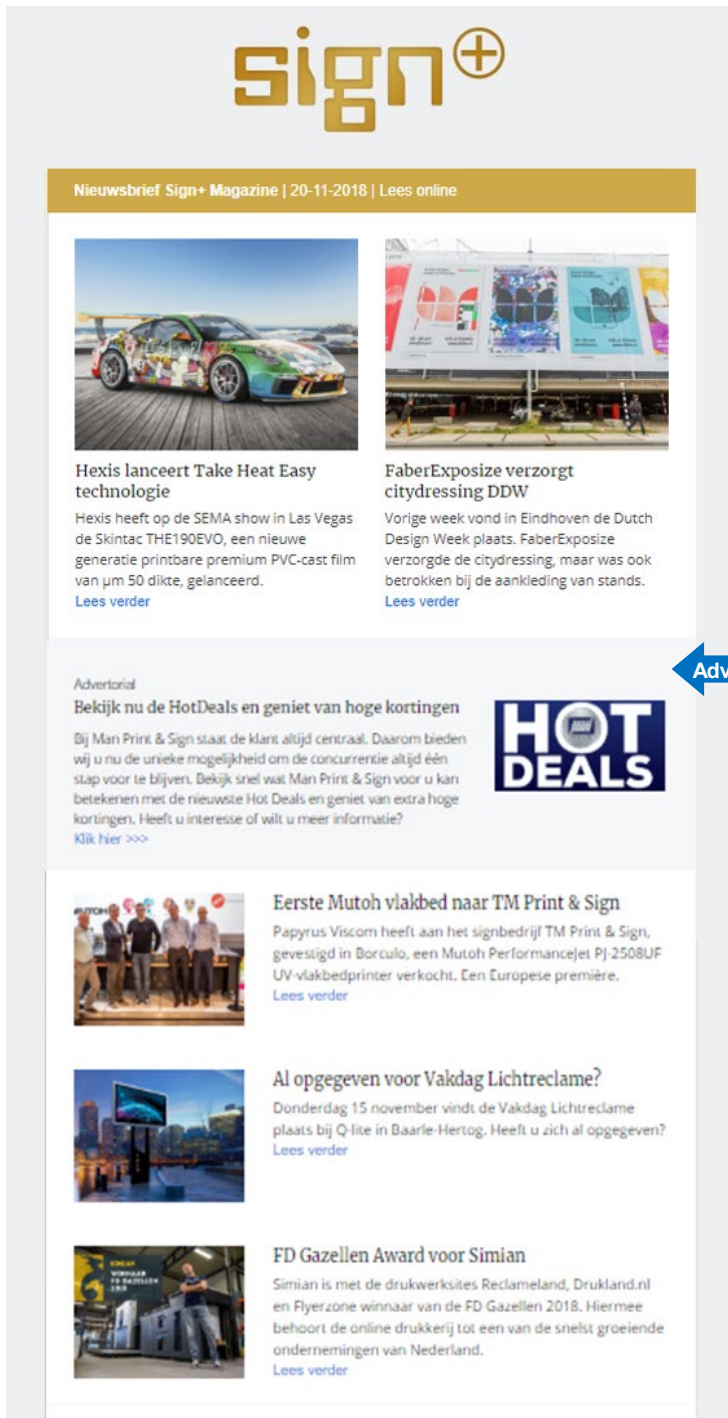
For reports with results of your online campaign please contact our account manager.

Delivery

File types:	.jpg, .gif, animated.gif, .png, html5
Colour mode:	RGB
Resolution	72 dpi
URL:	state the site to click through to
Send copy to:	at the least 2 working days before online appearance to
Email	a.wouda@eisma.nl

Please provide the leaderboard, full banner and large rectangle in two sizes for optimal visibility on different devices.

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



The screenshot shows the Sign+ Magazine newsletter interface. At the top is the 'sign+' logo. Below it is a navigation bar with the text 'Nieuwsbrief Sign+ Magazine | 20-11-2018 | Lees online'. The main content area features several articles with images and text. A blue arrow labeled 'Advertorial' points to the 'HOT DEALS' section.

sign+

Nieuwsbrief Sign+ Magazine | 20-11-2018 | Lees online

Hexis lanceert Take Heat Easy technologie
Hexis heeft op de SEMA show in Las Vegas de Skintac THE190EVO, een nieuwe generatie printbare premium PVC-cast film van µm 50 dikte, gelanceerd.
[Lees verder](#)

FaberExposure verzorgt citydressing DDW
Vorige week vond in Eindhoven de Dutch Design Week plaats. FaberExposure verzorgde de citydressing, maar was ook betrokken bij de aankleding van stands.
[Lees verder](#)

Advertorial
Bekijk nu de HotDeals en geniet van hoge kortingen
Bij Man Print & Sign staat de klant altijd centraal. Daarom bieden wij u nu de unieke mogelijkheid om de concurrentie altijd één stap voor te blijven. Bekijk snel wat Man Print & Sign voor u kan betekenen met de nieuwste Hot Deals en geniet van extra hoge kortingen. Heeft u interesse of wilt u meer informatie?
[Klik hier >>>](#)

Hot DEALS

Eerste Mutoh vlakbed naar TM Print & Sign
Papyrus Viscom heeft aan het signbedrijf TM Print & Sign, gevestigd in Borculo, een Mutoh Performancejet PJ-2508UF UV-vlakbedprinter verkocht. Een Europese première.
[Lees verder](#)

Al opgegeven voor Vakdag Lichtreclame?
Donderdag 15 november vindt de Vakdag Lichtreclame plaats bij Q-lite in Baarle-Hertog. Heeft u zich al opgegeven?
[Lees verder](#)

FD Gazellen Award voor Simian
Simian is met de drukwerksites Reclameland, Drukland.nl en Flyerzone winnaar van de FD Gazellen 2018. Hiermee behoort de online drukkerij tot een van de snelst groeiende ondernemingen van Nederland.
[Lees verder](#)

Full Banner

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

Specifications

- 550 x 150 pixels, max. 99 kb.
- GIF, Jpg, Png
- URL destination: state website to click through to

Rate

- € 414,- per edition

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

- Header: max. 50 characters (max. 7 words) inclusive of spaces. Header not in capital letters
- Bodytekst: max. 350 characters (ca. 50 words) inclusive of spaces
- Image/photo/illustration 600 x 400 pixels, max 99 kb.
- Url of the landings page

Rate

- € 414,- per edition

Dedicated Newsletter / E-cast

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

Specifications

- complete HTML script

Rate

- € 1,856,- per edition

Delivery digital copy

File types:	.jpg, .gif, .png,
Colour mode:	RGB
Resolution	72 dpi
URL:	state the site to click through to
Send copy to:	at the latest 1 working day before appearance, please send the
Email	a.wouda@eisma.nl