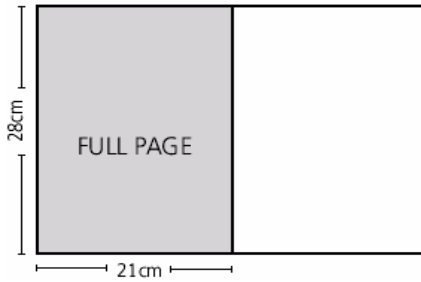


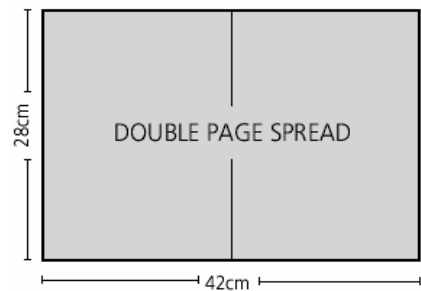
# PC WORLD

## PRICELIST



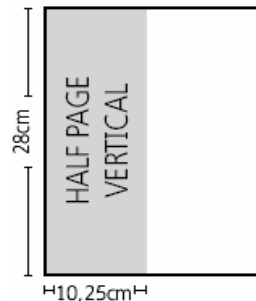
Dimensions: 21x28cm

Live Area: 18,5x 26cm



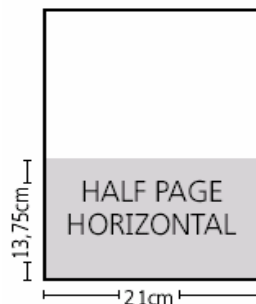
Dimensions: 42x28cm

Live Area: 40x 26cm



Dimensions: 10,25x28cm

Live Area: 8,75x 26cm



Dimensions: 21x13,75cm

Live Area: 8,75x 12,25cm

### ZONE A

Full Page	5.100 €
Double Page Spread	9.200 €
Half Page	2.800 €

### ZONE B

Full Page	3.600 €
Double Page Spread	6.500 €
Half Page	2.200 €

### SPECIAL POSITIONS

1st Double Page Spread	9.400 €
Back Cover	8.800 €
1st Inside	6.200 €
2nd Inside Front Cover	5.900 €
3rd Inside Front Cover	5.100 €
Front Cover Flap (3 pages)	16.000 €
Back Cover Flap (3 pages)	15.000 €
Internal Flap (4 pages)	18.000 €
Facing Editorial (left)	5.500 €
Facing Contents	5.500 €

### INSERTS

Up to 16 pages	8.000 €
Up to 8 pages	6.500 €

### MARKET PLACE

Full Page	1.800 €
Half Page	1.050 €
1/4 Of Page	750 €

The magazine can carry out various advertising activities, specially designed to meet the communication needs of each advertised company at any given moment. The cost of these activities is set accordingly.

# REMARKS

## DISCOUNTS

- On technology related advertising insertions there is a special discount of 25% on the pricelist. In case of an intermediary advertiser, the above discount is reduced by 10%.
- Established advertising agencies are given a discount of 20%.
- Those who have a billed advertising presence in 3 consecutive issues are given a further discount of 3% on the total billed amount.
- Those who have a billed advertising presence in 5 consecutive issues are given a further discount of 5% on the total billed amount.
- Those who have a billed advertising presence in 8 consecutive issues are given a further discount of 10% on the total billed amount.

## BENEFITS

- Those who have a billed advertising presence in five out of seven consecutive issues are given free space equal to 1/5 of the last one.
  - Those who have made a billed advertising presence in eight consecutive issues are given free space equal to 3/8 of the last one.
- NOTE: Those who have an advertising presence bigger than 11 full-page insertions within a year are given discounts and benefits upon special agreement.

## SURCHARGES

All advertising insertions are charged with 20% advertising tax, payable by the advertised company.  
All advertising insertions are charged with 18% VAT.

## PROGRAMMING - DEADLINES

Delivery of insertion orders: 30 days before the circulation date.  
Delivery of material: 20 days before the circulation date.  
Delivery of insertion formats: 15 days before the circulation date.

## PUBLICATION STANDARDS

Advertising insertions must be in compliance with the code of ethics of the Hellenic Advertising Agencies Association.  
The magazine retains the right to refuse the publication of an insertion that does not respond to its look and feel, or is contrary to its principles. In case an advertising insertion could be taken for the magazine's editorial, the magazine retains the right to put in a prominent position the indication "Paid Insertion".  
The magazine includes advertising insertions in its planning only after having received a written order, called "Insertion Order", signed by the customer or the intermediary advertiser. Precise identification of both the customer and the intermediary advertiser (Customer's Company Name, Address, Telephone, Tax Registration Number, Tax Registration Office) as well as a full description of the agreement (Date of publication, Number of pages, Size, Color, Spot, Discount) must be included in the Insertion Order. Any other form is not acceptable.  
The cancellation of insertion orders must be forwarded in writing to the magazine's Advertising Department 25 days before the issue's circulation date. After the above deadline, the principal is charged with the cost of the insertion according to the pricelist, and is not entitled to any discount.

## APPROVALS

The magazine always sends the advertising insertion (PDF file) to every customer before its printing, in order to get his approval. This is a standard procedure followed by the magazine for all advertising insertions, even for the repeats. In order to follow this procedure, an instant reply to the magazine's email to the customer is needed, whereby his approval is asked. If the magazine does not receive an answer within a specific period of time, it moves on with the insertion's printing, taking for granted that the insertion is acceptable, and that it can get printed. In this case, the magazine is not responsible for any mistakes.

## TECHNICAL SPECIFICATIONS

The magazine accepts advertising material only in digital file format, which should fulfil the magazine's file requirements, as there are described below. The magazine disclaims any responsibility if the printing of an advertising insertion presents any variances, in case the delivered advertising material doesn't fulfil the magazine's requirements.

## FILE SPECIFICATIONS

We require PC files, in one of the following formats:  
.cdr - CorelDraw  
.eps - Photoshop, Illustrator  
.tif - Photoshop, 300dpi resolution, CMYK, real size (not smaller or bigger than the size to be printed)  
.indd - InDesign 2  
.pdf - High resolution file

## FILE PROOFS

Files must be accompanied by lithographic proofs for the best possible printing.  
Proofs coming from printers don't guarantee the result's quality.  
Advertisements that bleed, regardless of size, must have a 0,5cm border all around.