



# RYNKI<sup>®</sup> ALKOHOLOWE

POLISH TRADE MAGAZINE

## TECHNICAL INFORMATION

**Format:** Printed-page size: A4 (210 mm x 297 mm)

**Bleed:** 3 mm

**Paper:** cover 200 g/m<sup>2</sup>  
inside 135 g/m<sup>2</sup>

**Screen frequency:** 175 lpi

**Resolution:** 2540 dpi

**Full colour:** CMYK, no extra colours



## MATERIAL ACCEPTED FOR PRINTING

### Material ready for print

As materials ready for print we recognise only materials in computer formats. For PC and MAC platforms we accept EPS, CDR, Illustrator EPS, AI formats with embed bitmaps and fonts as outlines. We accept also artworks as TIF. Materials should have CMYK colorspace, resolution 300 dpi, 3 mm bleed. We cannot guarantee good quality of print if they do not meet the requirements mentioned above.

### Materials for elaborating

In case a customer orders an advertisement to be made by us, the customer is obliged to deliver suitable materials (slides, photos, logo), a model (free-hand project) and typescript of text.

We accept also materials on computer formats.

All graphical signs designed for reproduction like: logo, photographs, diapositives, etc., must be very good quality. We cannot be responsible for print quality of signs which do not fulfil technical requirements indispensable for good reproduction. We reserve right to refuse to print them.

Basic price of an advertisement module includes standard typographical elaborating. For extra service for instance graphical elaborating or photographs mounting, we charge extra 10% of a module price.

After using them, delivered materials are stored in archives, unless a customer did not

clearly demand their return in the order.

The publisher reserves right to refuse orders for advertisements on definite pages or covers in case advertisement space on these pages has already been used up.

Orders for advertisements and other materials are accepted to the 25th of each month, if the advertisement is to be published the following month.

A condition of publishing an advertisement and signing VAT invoice is sending on time correctly filled in and signed order and materials for printing.

### ADVERTISEMENT OFFICE

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### You can find us on the Internet:

[www.rynki.pl](http://www.rynki.pl)

e-mail: [redakcja@rynki.pl](mailto:redakcja@rynki.pl),

### as well as write or call us. Our address is:

Kartel Press SA, ul. Szosa Bydgoska 56,  
87-100 Toruń, Poland  
tel. +48 56 660 31 60, fax +48 56 660 31 61

# ORDER FORM

.....  
company stamp

.....  
place, date

**PUBLISHER:**  
**KARTEL PRESS SP. Z O.O.**  
**87-100 Toruń**  
**ul. Szosa Bydgoska 56**  
tel. +48 56 660 31 60  
fax +48 56 660 31 61

## „Rynki Alkoholowe”, Advertisement order:

Customer name.....

Address.....

VAT (No.) .....

Tel. .... Fax .....

### I order:

coloured advertisement (module) .....

graphic elaborating .....

number of editions .....month of publishing .....

**Memo:** .....

.....

.....

**Valid since 1.10.2018**

**Editors cannot be responsible for content of advertisements and sponsored text.**

I declare, that:

1. I know the content of „General conditions of advertisement publishing and advertisement inserts” of 1.04.1998 currently valid at Kartel Press Sp. z o.o. in Toruń and I agree to include them into content of the contract.

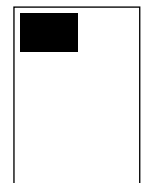
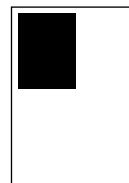
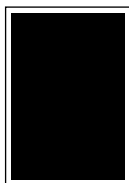
2. I authorize Kartel Press Sp. z o.o. in Toruń to write out VAT invoices without receiver’s signature.

.....  
date, name stamp  
and signature of person representing  
the customer

**The magazine includes only information use to trade between entrepreneurs who produce, distribute and sale alcoholic beverages. These information is not considered to be advertisement by The Act of Upbringing in Sobriety and Counteracting Alcoholism (art. 2.1 par 3 wof this act)**

## Prices and patterns of modules advertisements

We add 23% VAT to the prices below.



advertisements:	<b>Module A</b> 7 900 PLN	<b>Module B-1</b> 4 700 PLN	<b>Module B-2</b> 4 700 PLN	<b>Module E</b> 3 500 PLN	<b>Module C</b> 2 500 PLN	<b>Module D</b> 1 900 PLN
<b>cover I:</b>	12 500 PLN					
<b>cover II i III:</b>	8 500 PLN					
<b>cover IV:</b>	10 500 PLN					

- Agents commission – 15%.
- Discount for direct delivery by customer all of the materials ready to print:  
– 10% (not concern agency).
- Graphic elaborating by Kartel Press Sp. z o.o. + 10% module price.
- Discount for repeat: 2 - 4 times – 5%, 5 - 7 times – 10%, more than 7 times – 15%.