

Editora Insumos is responsible for editing and publishing the Official Catalogue of Food Ingredients South America 2010, the official and promotional vehicle in exclusive character for the most important event in Latin America, organized by UBM Brazil.

## Advertising rates, in US\$, and dimensions (cm)

	Price	Bleeded	Trim	Type area
2/1 Double Page	3,420	29 x 22	28 x 21	27 x 20
1/1 Page	2,105	15 x 22	14 x 21	13 x 20
1/2 Double Page	1,970	29 x 11,5	28 x 10,5	27 x 10
1/2 Page <sup>1</sup>	1,210	15 x 11,5	14 x 10,5	13 x 10
1/3 Page <sup>1</sup>	920	15 x 8,0	14 x 7,0	13 x 6,5
Back cover	2,630	15 x 22	14 x 21	13 x 20
Page nr. 3	2,370	15 x 22	14 x 21	13 x 20
2nd Cover	2,500	15 x 22	14 x 21	13 x 20
3rd Cover	2,210	15 x 22	14 x 21	13 x 20
1/1 Non fixed insert <sup>2</sup>	3,685	14 x 20,5	13 x 19,5	12 x 18,5
1/1 Fixed insert <sup>3</sup>	4,055	15 x 22	14 x 21	13 x 20

<sup>1</sup>: Horizontal direction

<sup>2</sup>: Printing in both sides, undetermined position (limited to 1 insertion)

<sup>3</sup>: Printing in both sides, special paper (200g/m<sup>2</sup>) (limited to 2 insertions)

### Deadlines:

- Editorial matter: 2010, August 27
- Artwork ads: 2010, September 3
- Issue: 2010, September 21

### Technical specifications:

- All artwork must be 300dpi at 100% repro size, except for vector art saved in EPS format;
- All ads must be in CMYK format;
- Acceptable file formats include: .eps, .jpg (.jpeg), .pdf (exported in PDF/X1-a), .psd, ou .tif;
- Acceptable application files include: Adobe Photoshop, Adobe In-Design, Adobe PageMaker, Adobe Illustrator and Corel. We DON'T use nor accept Mac-based files, only PC compatible files;
- When using non-standard fonts, please include fonts as well embedded and linked images (not necessary if files are in PDF format);

- Contract proofs are not necessarily required, but we can't guarantee a 100% color accuracy if the advertiser had not sent a contract proof;
- Files smaller than 20MB in size can be sent by e-mail. Larger files can also be sent on Cds or DVDs;
- Trim size is 14 x 21. Keep live matter at least 0,5cm from trim edges. For bled page exceed the trim edges in 0,5cm.

### Send all materials to:

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