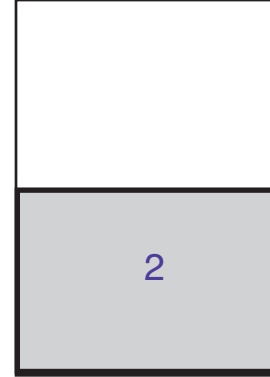


## ADVERTISING RATES 2008

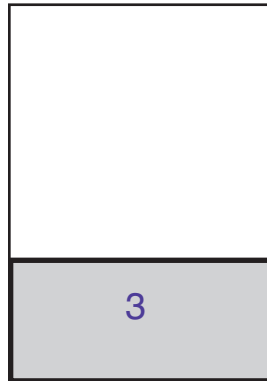
**Option 1**  
 Full page  
 210 x 281 mm  
**CHF 2,900**  
 £1,753  
 US\$2,570  
 Cdn\$2,576



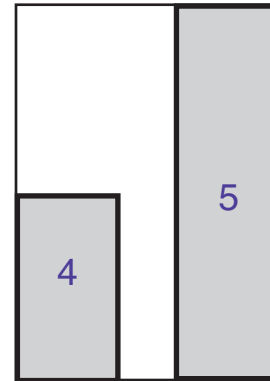
**Option 2**  
 Half page  
 (Width only)  
 210 x 140 mm  
**CHF 1,800**  
 £1,088  
 US\$1,595  
 Cdn\$1,598



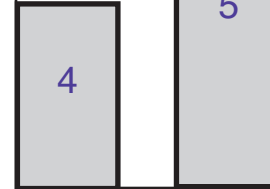
**Option 3**  
 1/3 page  
 (full width)  
 210 x 93 mm  
**CHF 1,250**  
 £756/US\$1,108  
 Cdn\$1,110



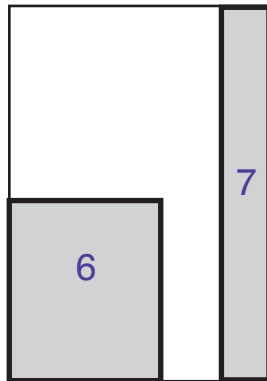
**Option 5**  
 2/5 page  
 (full page - double  
 column)  
 281 x 81 mm  
**CHF 1,350/£816**  
**\$1,196/Cdn\$1,198**



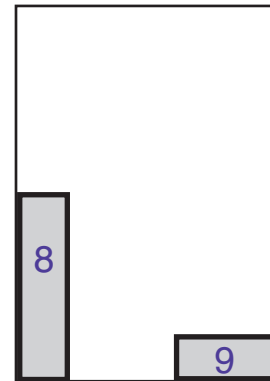
**Option 4**  
 1/5 page  
 81 x 140  
**CHF 810/£490**  
**\$718/Cdn\$719**



**Option 6**  
 3/10 page  
 126 x 140 mm  
**CHF 1,100/£655**  
**\$974/Cdn\$977**



**Option 8**  
 1/2 single  
 column  
 38 x 140 mm  
**CHF 400/£242**  
**\$354/Cdn\$355**



**Option 7**  
 Single column  
 281 x 38 mm  
**CHF 700/£423**  
**\$620/Cdn\$622**

**Option 9**  
 1/15 page  
 81 x 35 mm  
**CHF 250/£151**  
**\$222/Cdn\$221**

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**\*PLEASE NOTE: Exchange rates may vary on the day of payment. Invoices will always be processed in Swiss francs (CHF).**

# Advertising Specifications

## **Deadlines**

All copy must be received by 15th of the month preceeding the first month of insertion

**File formats** - You may send your advertising copy in one of the following file formats

- High Resolution PDF (2400 dpi, CMYK, fonts embedded, NO CROP MARKS)
- Adobe Photoshop - Your file must be sized to the correct printable size on the page at a minimum of 300dpi
- JPEG - Your file must be sized to the correct printable size on the page at a minimum of 300dpi and saved with minimum compression
- TIFF - Your file must be sized to the correct printable size on the page at a minimum of 300dpi
- QuarkXPress - If sending a Quark file we also need the fonts and any original image files. ALSO for international customers you MUST send the file saved as a single language file with the file set to English or French

We're sorry, but due to compatibility, we cannot accept Excel, Powerpoint, Microsoft Publisher or Word documents.

For best results, your photos should be in .TIF format @ 300 dpi. We can accept .JPG files @ 200 dpi or more.

Using a digital camera? Save your image files at the highest resolution your camera will allow.

Send your advertising copy as an attachment to [editor@breedingnews.com](mailto:editor@breedingnews.com). If your file size is over 5mb please contact us for FTP instructions