

Bilbransjen

Technical information and advertising prices for 2008

Publication plan 2008

No.	Copy deadline	Publication date
1	11.01	25.01
2	08.02	22.02
3	10.03	26.03
4	11.04	25.04
5	09.05	23.05
6	06.06	20.06
7/8	08.08	22.08
9	08.09	22.09
10	10.10	24.10
11	07.11	21.11
12	01.12	15.12

Target groups

Circulation: 7500

"Bilbransjen" covers nearly 100 % of the Norwegian motortrade; Car dealers, car repair shops, body painting, gas and service stations, weigh stations and vocational schools.

Important information

Cancellation deadline: 3 weeks before publication

Complaint claims do not apply if the copy does not meet the deadline. Claims, corrections and cancellations must be written in letterform. .

Payment terms: 15 days from billing date.

Agency Commission: 3,5 %

Procurement allowance: 1 %

Yearly subscription in Norway: NOK 460,-

Yearly subscription abroad: NOK 480,-

Publisher:

Norges Bilbransjeforbunds

Servicekontor

Visitors adr: Drammensveien 97

Postadr: Postboks 2804 Solli

0204 OSLO, Norway

Tel: +47 22 54 21 00

Fax: +47 22 44 10 56

email: bilbransjen@nbf.no

Internett: www.nbf.no

Advertising:

Leif J. Kneppen

Postboks 2804 Solli

0204 OSLO

Tel: +47 982 23 820

Fax: +47 22 44 10 56

email: leif.kneppen@nbf.no

Technical data

Magazine size:	210 x297	Material:	Electronic: Pdf with
Printing area:	185 x 266		CMYK colours, open document
Columns:	3		in Quark or InDesign.
Binding:	Stapled	Media:	CD or DVD
Bleed pages:	Yes		
Cover Screens:	60		
Page screens:	60		
Paper weight:	90 gr. matt		

Printed in Offset

Advertising prices from January 1, 2008

Size	4 colour	Black	Black+1	Black+2
2/1 page	34 100	27 200	29 500	31 800
1/1 page	20 500	13 600	15 900	18 200
2/3 page	17 200	10 200	12 600	14 700
1/2 page	15 000	8 100	10 400	12 700
1/3 page	13 500	6 600	8 900	11 200
1/4 page	12 400	5 300	7 600	9 900
1/8 page	9 400	2 500	4 800	7 100
Cover				
Front inside	22 100	15 200	17 500	19 800
Back outside	24 100	17 200	19 500	21 800

Additional colours 2300 per colour. Prices in NOK

Supplement prices from January 1, 2008

Supplements	Price
2 page flyer	20 000
2 page bound	20 000
4 page flyer	25 000
4 page stapled	25 000
4 page bound	25 000

Other supplements available upon request. Prices in NOK

Advertisement formats

1/1-page	1/2-page		1/3-page		1/4-page	
	Vertical	Horizontal	Vertical	Horizontal	Vertical	Horizontal
185x266	90x266	185x130	58x266	185x85	90x130	185x60
2/1 side: 394 x 266						

The above prices do not include VAT