

VISITEUROPE

THE CLASSIC ALL-EUROPE MAGAZINE SUPPLEMENT

PRESENTED BY THE EUROPEAN TRAVEL COMMISSION



REACH THE GO-TO-EUROPE MARKET

Ads in the Sunday, March 28, 2010, issue of *Visit Europe* deliver big response at very low cost. Here's what you get:



- Participation in the spring's biggest single promotion for Europe, a full-color magazine supplement distributed with the Sunday editions of The New York Times, Los Angeles Times and San Francisco Chronicle.
- 1 million distribution to upscale households, reaching 3 million targeted readers.
- An environment of authoritative articles and enticing photos—aimed at moving people to book Europe now!

SPACE RESERVATION: Friday, February 12

MATERIALS CLOSE: Friday, February 19

ADVERTISING RATES AND REQUIREMENTS ON NEXT PAGE.

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Coming Sunday, March 28, 2010, with The New York Times (500,000),
Los Angeles Times (300,000) and San Francisco Chronicle (200,000).
Combined circulation: 1,000,000.

RATES AND MECHANICAL REQUIREMENTS

15% commission to recognized agencies.

SPACE	NON-BLEED	BLEED	4-COLOR	2-COLOR	B&W
FULL PAGE	7 ¹ / ₄ " x 9 ³ / ₄ "	8 ¹ / ₄ " x 10 ³ / ₄ "	\$45,140	\$41,670	\$34,560
SECOND COVER			49,270		
THIRD COVER			47,790		
BACK COVER			52,230		
2/3 PAGE (two columns)	4 ³ / ₄ " x 9 ³ / ₄ "	5 ¹ / ₄ " x 10 ³ / ₄ "	37,730	34,810	28,870
1/2 PAGE (horizontal)	7 ¹ / ₄ " x 4 ¹¹ / ₁₆ "	8 ¹ / ₄ " x 5 ⁵ / ₁₆ " (bottom trim line is at 5 ³ / ₁₆ ")	30,590	28,240	23,520
1/3 PAGE (one column)	2 ¹ / ₄ " x 9 ³ / ₄ "	2 ³ / ₄ " x 10 ³ / ₄ "	21,840	20,220	16,380
1/3 PAGE (square)	4 ³ / ₄ " x 4 ¹¹ / ₁₆ "	N/A	21,840	20,220	16,380
1/6 PAGE (half column)	2 ¹ / ₄ " x 4 ¹¹ / ₁₆ "	N/A	N/A	N/A	10,360

TRIM SIZE: 8" x 10¹/₂"; please keep live matter 1/4" inside trim dimensions.

PRINTING SPECIFICATIONS

Printing by web offset. Saddle stitched. Coated stock, 70# cover; 40# text.

PDF FILES PREFERRED

Please supply ads as PDF-X-1A (4-color composite) files with total dot density/resolution of 300. Send via e-mail (compressed) or disk. Must include a full-size color proof (Kodak or Iris preferred). Please double-check that all fonts are embedded and that all color is CMYK.

CLOSING DATES

ISSUE DATE: Sunday, March 28, 2010 SPACE RESERVATIONS: Friday, February 12

MATERIALS/4-Color and Black & White: Friday, February 19

Hans C. Friis-Jacobsen, Neil S. Martin or Susan A. Vultaggio

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