



ADVERTISING RATES AND VOLUME DISCOUNTS 2010

SMALL ADS RATES

SMALL ADS RATES 2010 (€ HT)

LA CENTRALE DU MATÉRIEL (PRINT) + EQUIPMENT-CENTER.COM (ONLINE)				
1 small ad			equipment-center.com	20 €
1 small ad	La Centrale du Matériel	+	equipment-center.com	74 €
1 framed small ad	La Centrale du Matériel	+	equipment-center.com *	99 €
1 small ad with photo	La Centrale du Matériel	+	equipment-center.com	120 €
1 small ad with photo	La Centrale du Matériel	+	equipment-center.com * + Newsletter	140 €

1 small ad = 2 issues

* Online under 24H

EQUIPMENT-CENTER.COM RATES (€ HT) / month

1 ad	20 €
5 ads	35 €
10 ads	50 €
25 ads	115 €
50 ads	200 €
100 ads	350 €
150 ads	450 €
200 ads	500 €

VOLUME DISCOUNTS

2-3 issues	4-6 issues	7-9 issues
- 10%	- 20%	- 30%
10-30 issues	31-50 issues	51 issues et +
- 40%	- 45%	- 50%

ADVERTISING RATES

ADVERTISING RATES 2010 (€ HT)

Standard locations

1st front cover page	6 300 €
Inside front cover page	3 800 €
Back cover page	4 500 €
1st cover flap page (includes 1st + 2nd+ cover flap duplex)	13 500 €
4th cover flap page (4th cover includes duplex and flap duplex + 1 page)	9 450 €
Inside page	3 100 €
Page « Used selection »	2 500 €
Page « Opening Section A5 size »	2 150 €
Page inside item	1 750 €
Page Face to text	3 500 €
Half page high	1 950 €
Half page width	1 300 €
1/6 page (double square size)	1 850 €
Quarter page high display	1 200 €
1/6 page Column	950 €
1/8 page high display	750 €
1/16 page	410 €

Editorial review

Editorial review Page realized by the client	1 980 €
Creation by a journalist	+ 880 € *
* Costs not included in discounts rates	
Editorial review size half page realized by the client	1 100 €
Creation by a journalist	+ 580 € *
* Costs not included in discounts rates	
Special position on right hand	+ 20 %

NEW CUSTOMERS SPECIAL OFFER

For 6 issues ordered, + 50% of size
 Example : 6 x ¼ of page ordered we give 3 extra ads of half page
**THIS OFFER IS AVAILABLE FOR
 CONSECUTIVES ISSUES ONLY**

**Customers based in foreign countries
 with invoicing abroad
 - 30 % on basic prices**

VOLUME DISCOUNTS

2 issues	3-5 issues	6-10 issues
- 5%	- 10%	- 15%
11-13 issues	14-15 issues	16 issues +
- 20%	- 25%	- 30%

equipment-center.com

**La centrale
du matériel**



Régie Média Construction

GROUPE MONITEUR