

RC revue

RC CARS

ADVERTISEMENT PRICE LIST

RGR PUBLISHING

from the 13st April 2010

RC revue

RCC – Radio Control Revue

www.rcrevue.cz

duben 2010 / ročník XI

79 Kč • Slovensko 3,60 €

Maketa Pfalz D.IIIa (41)



Nový model Liberty 182-II (38)

Model YAK 55M (34) • Horkovzdušné balony (66) • Tug towing v Mostě

ČIČNÍK O RC MODELECH AUT duben 2010 / ročník VI

RC CARS

04/2010



69 Kč / 3,30 Eur / 99,40 Sk

www.rc-cars.cz

RCC – Radio Control Cars

TEST KYOSHO EP 4WD FAZER
ASTON MARTIN DBR9

PODVOZEK
TAMIYA
TRF-501

TEST HPI
FORMULA TEN



RCC, s.r.o.

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e-mail: inzerce@rcrevue.cz

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PRICES OF ADVERTISEMENT

| | | | | | | | | | | | | |
|---------------------|------------------|---------------------|-----------------|---------------------------------|----------------|----------|-----|----------------------------------|-----------------|-----------------|-----------------|-----------------|
| 2/1 420 x 297)* | 1/1 184 x 272 | 1/1 210 x 297)* | 1/4 184 x 65 | 1/2 90 x 272 106 x 297)* | 1/8 90 x 65 | 43 x 134 | 1/8 | 1/4 184 x 134 210 x 146)* | 1/4 43 x 272 | 1/4 90 x 134 | 1/16 43 x 65 | 1/24 43 x 42 |
|---------------------|------------------|---------------------|-----------------|---------------------------------|----------------|----------|-----|----------------------------------|-----------------|-----------------|-----------------|-----------------|

| RC revue | Advertisement inside the issue | | | Advertisement on the cover | | |
|----------|--------------------------------|---|------------|----------------------------|----------------------|----------------------|
| | Size (pages) | Dimensions in mm | Base price | 4 th page | 3 rd page | 2 nd page |
| | 2/1 | 420x297 | 49 000 CZK | - | - | - |
| | 1/1 | 184x272 210x297)* | 28 000 CZK | 42 000 CZK | 35 000 CZK | 38 000 CZK |
| | 1/2 | 184x134 210x146)* 90x272 106x297)* | 15 000 CZK | - | 18 000 CZK | 20 000 CZK |
| | 1/4 | 90x134 43x272 184x65 | 8 000 CZK | - | - | - |
| | 1/8 | 90x65 43x134 | 4 000 CZK | - | - | - |
| | 1/16 | 43x65 | 2 000 CZK | - | - | - |
| | 1/24 | 42x42 | 1 400 CZK | - | - | - |
| | 1/24 b/w only** | 43x42 | 600 CZK | - | - | - |

| RC cars | Advertisement inside the issue | | | Advertisement on the cover | | |
|---------|--------------------------------|---|------------|--|----------------------|----------------------|
| | Size (pages) | Dimensions in mm | Base price | 4 th page | 3 rd page | 2 nd page |
| | front page photo | 210x190 | 30 000 CZK | by agreement; without possibility of repeating and discounts | | |
| | 2/1 | 420x297 | 30 000 CZK | - | - | - |
| | 1/1 | 184x272 210x297)* | 16 000 CZK | 25 000 CZK | 20 000 CZK | 22 000 CZK |
| | 1/2 | 184x134 210x146)* 90x272 106x297)* | 9 000 CZK | - | 11 000 CZK | 12 000 CZK |
| | 1/4 | 90x134 43x272 184x65 | 5 000 CZK | - | 6 000 CZK | 6 500 CZK |
| | 1/8 | 90x65 43x134 | 2 500 CZK | - | - | - |
| | 1/16 | 43x65 | 1 250 CZK | - | - | - |
| | 1/24 | 43x42 | 1 000 CZK | - | - | - |
| | 1/24 b/w only** | 43x42 | 500 CZK | - | - | - |

)* add 3 mm of bleed to each side to be trimmed

)** Only b/w advertisements for the shops selling RC Revue or RC cars

To all prices the 20 % VAT is added.

The advertisements are in colour (CMYK), only the 1/24th of a page advertisement is in black and white.

If you are advertising in RC revue and order same area in RC cars, you have claim for next discount in RC cars – 15 % of price calculated here.

PRICE REDUCTION FOR REPEATED PUBLISHING AND FOR THE ADVANCE PAYMENT

| Number of repeat | Discount for repeated printing (normal payment) | Discount for repeated printing (payment in advance) |
|------------------|---|---|
| 1x | 0 % | 7 % |
| 3x | 3 % | 25 % |
| 6x | 5 % | 30 % |
| 9x | 7 % | 40 % |
| 12x | 12 % | 50 % |

• As the „payment in advance“ the payment before the first printing of the advertisement is understood.

• The discounts could be combined.

• The discount is provided to pre-ordered advertisements only.

DISCOUNT FOR READY PREPRINTS

If supplied in digital form without any need for modification **5 %**

DISCOUNT – PRESENTATION OF MANUFACTURERS

1/1 or 1/2 page only **50 %**

We introduce your company or product by editorial article. Insertion to issue, photographs and reading of text only after agreement with editors.

SURCHARGES

| | |
|--|--|
| For special requirements (e.g. specific placement) | 25 % |
| For supply of advertisement after the editorial deadline | 15 % |
| Colourfulness of 1/24 page | + one colour 50 % full-colour 100 % |

INLAID AND SEWN-IN ADVERTISEMENTS

Prices shall be agreed upon according to the technical requirements
Prices to be negotiated.

The publisher reserves the right not to provide the discounts offered, or to back-charge the already provided discounts in the following cases:

- If the advertiser is in a breach with the agreement, i.e. the advertiser steps back from the order before its complete fulfilment, and/or if the publisher steps back from the order because of advertiser's failing to fulfil the payment conditions of the agreement, and/or
- If the advertiser does not fulfil the payment conditions of the fully realised order.

The advertising agencies and agents have a commission.

The RC revue and RC cars monthly are offset printed. The inside pages use the quality gloss stock art paper of 90 grams/sq.m, the cover is on a gloss stock art paper of 150 grams /sq.m, UV lacquer varnished.

The pre-press preparation uses the Computer To Plate (CTP) technology.

Therefore we cannot accept advertisements as colour separations (films); send them in digital (data) form only.

BASIC RULES FOR ADVERTISEMENT PREPARATION

- All colours must be in CMYK scale.
- Document format must be same as advertisement size (if advertisement is on bleed – 1/2 page and bigger – on trimming side add 3 mm to basic size).
- Keep formats of advertisements introduced in price list.
- Minimal line width is 0,1 point, in negative (light colour line on dark background) at least 0,2 point.
- We recommend typeface in size 6 points and more (smaller typeface is worst readable).
- Magazines are prepared on PC platform, in cause using MAC platform is necessary use compatible file types.

THE DATA COULD BE SUPPLIED IN THE FOLLOWING FORMATS:

CDR format (Corel Draw!):

- File must be saved in version 11 or lower (in saving from higher versions choose this possibility in program's dialog box)
- All types must be converted to shapes, paragraph text must be separated.
- Inserted bitmaps (photographs) should be in resolution 300 dpi, lower resolution causes poor quality. Colours must be in CMYK scale.

AI or EPS format (Adobe Illustrator):

- File must be saved in version 9 or lower (in saving from higher versions choose this possibility in program's dialog box)
- All types must be converted to shapes.
- Inserted bitmaps (photographs) should be in resolution 300 dpi, lower resolution causes poor quality. Colours must be in CMYK scale.
- Use PostScript Level 2.

TIFF, PSD formats (Adobe Photoshop) or JPEG:

- In cause using PSD format must be all types rasterized (curved).
- Choose resolution at least 300 dpi, if you are using small fonts, choose up to 600 dpi.
- TIFF format can be saved with LZW compression for smaller file size.
- In cause using JPEG format is necessary save the file in best quality – smallest compression.

PDF format (Adobe Acrobat):

- Use this format if advertisement is created in Adobe InDesign, Adobe PageMaker or QuarkXPress.
- PostScript file for follow-up PDF cration generate preferably by Adobe PS Driver, eventually by driver of image setter Scitex Dolev PS L2 (is component part of Windows OS)
- PostScript file must be composite CMYK.
- PDF format is necessary create by Adobe Acrobat Distiller, in „Job Options“ setting use „Press Optimized“, compatible with Acrobat 4 (PDF 1.3) or Acrobat 5 (PDF 1.4).
Don't use crop, colour register and other marks. File cannot be rotated or mirrored.

THE DATA COULD BE DELIVERED ON THE FOLLOWING MEDIA:

- Floppy 3,5"
- ZIP 100 MB or 250 MB
- CD-ROM, CD-RW, DVD-R
- The files of up to 10 MB size could be e-mailed to inzerce@rcrevue.cz, bigger files can be uploaded to RC revue's FTP server (we give you login informations on demand)

**With any other questions please turn to our editorial office at the RC Revue,
Baranova 31, CZ 130 00 Prague 3. Tel./fax +420 222 723 388, e-mail: inzerce@rcrevue.cz, inzerce@rc-cars.cz
www.rcrevue.cz, www.rc-cars.cz**

Deadline for the ordering of advertisements: By the 10th day of the month, deadline for the submission of advertisements in digital form: Between the 12th and 14th day of the month preceding the month of publication.

QUALIFY ADVERTISEMENT FROM RCR PUBLISHING

BASICS

receiving our enquiry and developing a standart commercing agreement between RCR and interested party. This contract can only be changed (or altered) with consent of both parties.

SUBMISSION OF ADVERTISEMENT

Orders received by RCR, to publish changes or cancel ant. RCR advertisement must be given in proof-writing. The deadlines put forward by RCR refer to any changes, cancellations or proofreading of the advertisement.

PUBLISHING AN ADVERTISEMENT

The publisher does not accept responsibility for they content which the given submit. The publisher has the authority not to accept the advertisement for technical reasons, or if the content of the advertisement falls outsidethe validity of the law, or with the concerns of the publisher. Everything in connection with the publishers, judgement or reason affecting the content of the advertisement will be communicated to the client. The location of the advertisement and the qualify is attached by the price list, the client will pay. Any changes to this will mean addicitional charge which is reflected in the price list.

DATA-RETURNING AND CORRECTION

Our advertising department will archive all advertisements three months after last publish. Advertisement correction is possible only on demand of the formal wish of the client, confirmed by advertising department. In this cause is client undertaking eventual additional charges.

PAYMENT FOR AN ADVERTISEMENT

If not specified differently in the contract, advertisement is invoiced right after its publishing, with payment due 14 days after invoicing. In case the invoice is not paid on time, publisher will require interest in the value of 0,05% from due amount for each day payment is late till the payment is settled in full. Also, fine in the same amount of 0,05% for each day will be charged. If the payment is received 14 days after the payment was due, customer is not entitled to any discounts or provisions on the order. In this case, customer has to pay full price of the advertisement.

PRICES

Changes in prices are valid from the day the are announced and are applicable to all existing and new orders, if not specified differently in the contract. All discounts described on pricelist are valid for one year only on all individual orders.

OBJECTIONS AND RETURNS

All objections must be send in writing directly to the publisher and no later than 21 days from the date advertisement is published. If no objection is received in this time frame, publisher assumes that the advertisement was published correctly. Publisher reserves a right for reasonable color variance. Publisher accepts full responsibility only for publishing data that fully meet technical requirements of the publisher. Customer has a right for a price discount or compensation in accordance with the damage caused by technical imperfections of the published advertisement. General advertising rules are compliment to the price list. Any exemptions from the general advertising rules can be only agreed in writing and must be signed by both parties.

CANCELLATIONS

In case of cancellations, publisher will charge following fines:

- order cancellation more than 35 days from publishing date -10 %
- order cancellations less than 25 days from publishing date -40 %
- order cancellations less than 17 days from publishing date -80 %

It is not possible to cancel order less than 17 days from publishing date. Order cancellations must be send in writing. Fine is calculated from day when the written cancellation is received.