

AQUACULTURE EUROPE is an official publication of the European Aquaculture Society (EAS) and is published quarterly. Through the membership of EAS and its network, the magazine is sent to more than 700 organizations, institutes, companies and individuals in over 60 countries. An estimated 2.500 individuals read the publication.

RATES

All prices are for one **four-colour advert** and are expressed in **EUROS**.

| Frequency | 1X | 2X | 3X | 4X |
|--------------|-----|-----|-----|-----|
| Full Page | 400 | 380 | 360 | 340 |
| Half page | 250 | 235 | 225 | 210 |
| Quarter Page | 125 | 120 | 110 | 100 |

The frequency is the number of times the advertisement appears in consecutive editions.

Institutional members of EAS receive one free half page advert per year*.
General sponsors of EAS receive the following advertising free of charge:

| Sponsor Category | Free four-colour advertising |
|------------------|----------------------------------|
| GOLD | One free full page per issue* |
| SILVER | One free half page per issue* |
| BRONZE | One free quarter page per issue* |

*assuming that advert is provided in accordance with our technical specifications

Advertisers who are not members of EAS are therefore warmly invited to become an Institutional Member or a General Sponsor (contact EAS for more information).

ORDERS & PAYMENTS

Orders should be sent by email to a.lane@aquaculture.cc and should include required size, frequency of edition, and date of publication. Full invoicing details (company name, address, tel/fax/ email and contact person) should also be given. A proforma invoice will then be sent for final confirmation of the order.

A copy of the magazine containing the advertisement will be sent to the contact person with the invoice. Payment is required within 30 days of the date of invoice.

Cancellations or changes must be in writing, and cannot be accepted less than four weeks from the deadline for receiving advertising copy.

Overdue accounts are subject to a surplus charge of 1.5% per month (18% per year).

OTHER TERMS

- All advertising is accepted subject to the terms and provisions of this document.
- All advertising is accepted subject to compliance with the technical specifications of Aquaculture Europe.
- The advertiser (and agency) assumes all liability for content of printed advertisements, and for any claims arising from them. It is the advertiser's / agency's responsibility to obtain releases or copyright on items or individuals pictured in the advertisements.
- Advertising is subject to publisher's approval.
- The publisher's liability will not exceed the charge for the advertisement in question.
- For multiple-frequency advertising, copy from previous issue will be used, unless new copy is received by the advertising deadline.

| FORMAT | Dimensions (mm) | |
|------------------------|-----------------|--------|
| | Width | Height |
| Full Page (with bleed) | 185 | 270 |
| Half Page | 185 | 128 |
| Quarter Page | 185 | 62 |

Advertisements exceeding size in any dimension are considered oversize and could be invoiced at the next largest standard size. For bleeds, keep important material at least 13 mm from bleed edges. Trim 3 mm from bleed edges. Trim 3 mm top, bottom and outer edge.

Aquaculture Europe is printed on a sheet-fed press using "maco mat 90gr" paper and the cover on "maco satiné 135gr".

Publication trim size is 210cm wide x 297cm high.

SENDING FILES

FILE SUBMISSION

Print-ready copy is supplied by email (for ads with multiple files please compress using ZIP or STUFFIT) Files up to 5 mb can be sent by email to eas@aquaculture.cc. Over 5mb, please call for FTP details.

PUBLICATION AND CLOSING DATES

Publication dates: 15th day of March, June, September and December. Deadline for Advertising copy: 15th day of January, April July and October. Advert copy received after the deadline will be published in the following edition (assuming sufficient space).

ELECTRONIC FILES

TECHNICAL SPECIFICATIONS

Aquaculture Europe operates a digital Macintosh workflow using Adobe InDesign and prefers ads in the following formats:

- 1) Adobe Acrobat PDF (saved to high quality press settings)
- 2) Adobe Illustrator (fonts converted to paths, saved as EPS)
- 3) Adobe Photoshop (saved as TIFF). *Use JPEG compression only if you are comfortable using this feature and can do so without losing quality.*

All graphics and fonts must be embedded in file or the original graphic link must be sent.

PROCESS COLOUR

Please ensure that your full colour ads are separated cmyk. All spot or Pantone colours are considered process and will be separated cmyk.

SCREENS

Halftones and screens are printed at 133 line screen. A 10% dot gain can be expected. Please ensure that all photos are at least 266 dpi resolution. Pictures from web pages are only 72 dpi and will not reproduce as well. We cannot ensure quality of web based pictures (jpg and gif) and may choose to not print them.

IMAGES

Images should be non-compressed and resolution for all picture files should be a minimum of 266 dpi.

PRODUCTION CHARGES

Print-ready copy is required to receive the advertising rates listed. Required production charges—converting paper copy, typesetting, artwork, colour separations, cropping, halftones, resizing, special effects, additions, screens, etc. — will be invoiced at cost between advertiser and Capamara Cimmunications Inc. directly.