

## L'ORIENT-LE JOUR

L'ORIENT- LE JOUR RATE CARD AS OF 1st JANUARY 2017 TO 30th SEPTEMBER in US \$

The Module in the yellow zone includes 1 insertion in the newspaper + 1 LEADERBORAD (728x90 pixels) or SKYSCRAPER banner (160x600 pixels) for one day of the below main pages, depending on availability.

MODULE / 1st Book (cm/col)	5.5 x 2	5.5 x 4	5.5 x 6	5.5 x 8	11.5 x 2	11.5 x 4	11.5 x 6	11.5 x 8	17.5 x 2	17.5 x 4	17.5 x 6	17.5 x 8									23 x 8
1st Page / colour	660	1870	2530	3190	1930	3310	4690	6070	2650	4750	6850	8950									13200
Top ear panel / colour	770																				
MODULE / 1st Book (cm/col)	5.5 x 2	5.5 x 4	5.5 x 6	5.5 x 8	11.5 x 2	11.5 x 4	11.5 x 6	11.5 x 8	17.5 x 2	17.5 x 4	17.5 x 6	17.5 x 8	17.5 x 3	25 x 4	25 x 6	25 x 8	35 x 6	52.5 x 2	52.5 x 4	52.5 x 6	52.5 x 8
Local Politics / P. 2 / colour	363	1276	1639	2002	1309	2068	2827	3586	1705	2860	4015	5170	2283	3850	5500	7150	7480	4015	7480	10945	17350
Local Politics / P. 3 / BW	242	1034	1276	1518	1056	1562	2068	2574	1320	2090	2860	3630	1705	2750	3850	4950	5170	2860	5170	7480	17350
Local Politics / P. 4-5 / BW	220	440	660	880	460	920	1380	1840	700	1400	2100	2800	1050	2000	3000	4000	4200	2100	4200	6850	8950
A Thème /P.6 / BW	220	440	660	880	460	920	1380	1840	700	1400	2100	2800	1050	2000	3000	4000	4200	2100	4200	6850	8950
Carnet / P. 7 / colour	297	594	891	1188	621	1242	1863	2484	945	1890	2835	3780	1418	2700	4050	5400	5670	2835	5670	9055	11890
Economy / P. 8 / colour	363	1276	1639	2002	1309	2068	2827	3586	1705	2860	4015	5170	2283	3850	5500	7150	7480	4015	7480	10945	14410

MODULE / 2nd Book (cm/col)	5.5 x 2	5.5 x 4	5.5 x 6	5.5 x 8	11.5 x 2	11.5 x 4	11.5 x 6	11.5 x 8	17.5 x 2	17.5 x 4	17.5 x 6	17.5 x 8	17.5 x 3	25 x 4	25 x 6	25 x 8	35 x 6	52.5 x 2	52.5 x 4	52.5 x 6	52.5 x 8
1st Page / Economy P.9 / colour	363	1276	1639	2002	1309	2068	2827	3586	1705	2860	4015	5170	2283	3850	5500	7150	7480	4015	7480	10945	14410
International News / P.10 / colour	264	528	792	1056	552	1104	1656	2208	840	1680	2520	3360	1260	2400	3600	4800	5040	2520	5040	7560	10080
International News / P.11 / BW	198	396	594	792	414	828	1242	1656	630	1260	1890	2520	945	1800	2700	3600	3780	1890	3780	5670	7560
Sport / P.12-13 / BW	132	264	396	528	276	552	828	1104	420	840	1260	1680	630	1200	1800	2400	2520	1260	2520	3780	5040
Culture P.15 / colour	198	396	594	792	414	828	1242	1656	630	1260	1890	2520	945	1800	2700	3600	3780	1890	3780	5670	7560
Last page / colour	363	1276	1639	2002	1309	2068	2827	3586	1705	2860	4015	5170	2283	3850	5500	7150	7480	4015	7480	10945	14410
Classified (frame) / BW	242	484	726	968	506	1012	1518	2024	770	1540	2310	3080	1155	2200	3300	4400	4620	2310	4620	6930	9240
Classified (frame) / colour	363	726	1089	1452	759	1518	2277	3036	1155	2310	3465	4620	1733	3300	4950	6600	6930	3465	6930	10395	13860
Obituaries (frame) BW	440	880	1320	1760	920	1840	2760	3680	1400	2800	4200	5600	2100	4000	6000	8000	8400	4200	8400	12600	16800

### Specifications

* CD must be delivered to PRESSMEDIA min 48 h before issue date	<b>PDF, EPS ou JPEG FORMAT-PHOTOSHOP</b>
	<b>300 DPI -HIGH RESOLUTION</b>
<b>General conditions</b>	
* Text & Layouts :	Additional 30 % on the normal rate for the first insertion.
* All political, legal or non commercial texts or annoucements are subject to a double rate.	
* ALL PRESS RELEASES ARE PAID	
* Page specification	Additional 10 % only if one of the local Political pages (4-5) is specified
* One column module 7cm x 1col colored = 168 \$ page carnet	
* Priority to big dimensions	

### Remarks

- \* The publisher has the right to reject any insertion non consistent with their policy.
- \* The client is held responsible of the content of his ad.
- \* Cancellation during the 48 hours prior to the date of the insertion is subject to the payment to the full amount of the insertion.
- \* Unique position booked in the first page can not be cancelled.
- \* The editors keep the right to cancel any advertisement at any time without prior warning.
- \* Advertiser to receive either the LEADERBOARD (728x90 pixels) or SKYSCRAPER banner (160x600 pixels) for one day on one of the below main pages, depending on availability:  
Home, Iebanon News, Culture, Economie, Loisirs, M-O Monde, Sports, Ici et Ailleurs, Dossiers, Sante, Editorials.
- \* To all advertiser, additional 3% fees on all booking in alignment with 2017 advertising association decision.
- \* To direct client, additional 5% handling fees.
- \* VAT not included.