

monitorul**sb.ro**

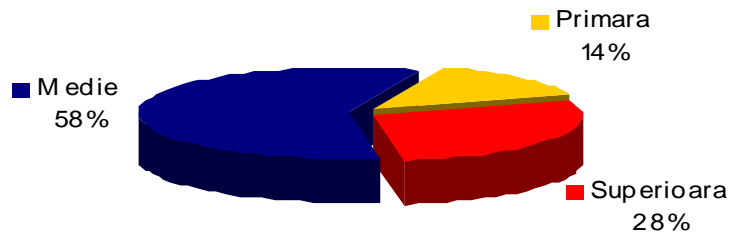
- Județul Sibiu
 - Cotidian: Luni-Vineri
 - Tabloid (28 x 39 cm)
 - 8 pagini din care Policromie 8 pagini
 - Vineri supliment TV 8 pagini
- ❖ Cotidian prezent de 11 ani pe piața din Sibiu
 - ❖ Calitate bună a tiparului
- Tiraj 2.001 exemplare (BRAT, iulie – decembrie 2008)
 - Membru BRAT
 - Audiența Monitorul Rețea: 32,000 CpA (SNA Focus, Traget All aprilie 2008 - aprilie 2009)



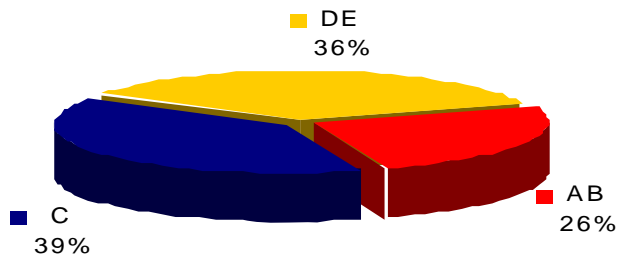
Monitorul Retea (Cluj, Alba, Sibiu) – Profilul demografic

Target: Județele Cluj, Alba, Sibiu

EDUCATIE

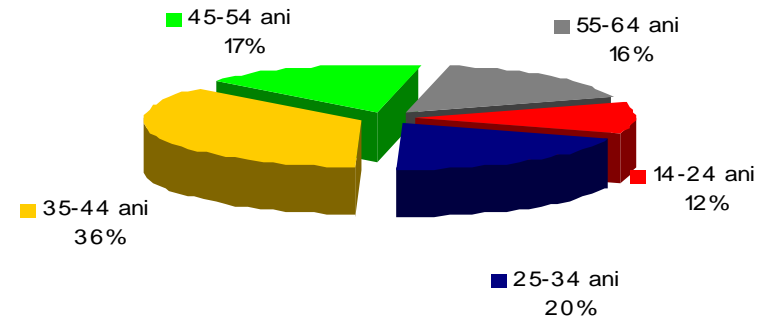


STATUT SOCIAL*

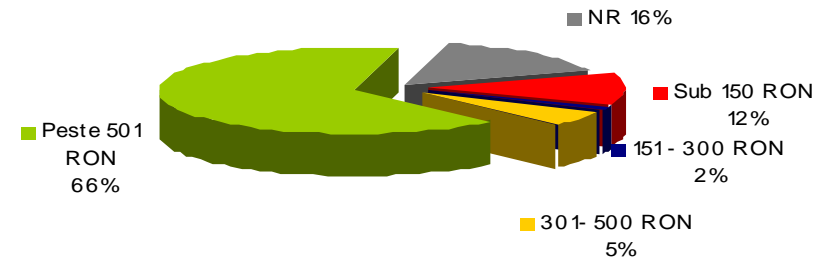


Statut Social:
"AB" (superior): manageri, directori si profesionisti, specialisti
"C" (mediu): muncitori calificati, angajati ce presteaza munca non- manuala
"DE" (inferior): angajati ce presteaza o munca manuala necalificata si alte categorii de angajati cu educatie redusa

VARSTA



VENIT PERSONAL NET

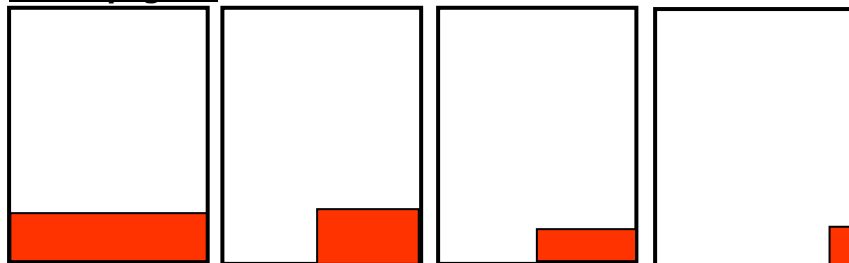


Sursa: SNA Focus, apr 2008- apr 2009
 Univers: urban all, vârsta 14-64 ani
 Target: Județele Cluj, Alba si Sibiu

Tarife publicitate (RATE CARD) valabile de la 07 septembrie 2009

Tarifele sunt în RON și nu includ TVA

Prima pagină:

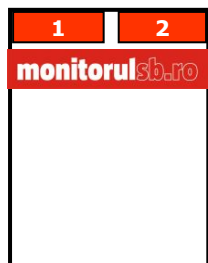


1/4 pag
(28 x 6.6)
4c: 1850

1/8 pag
(13.8 x 6.6)
4c:910

1/16 pag
(9.1 x 6.6)
4c:600

1/32 pag
(4.4 x 6)
4c:265

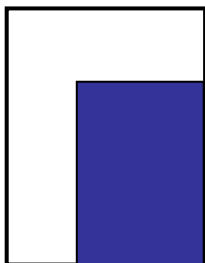


Banda
(13.8 x 4.4)
4c:600

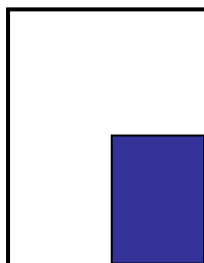


Banda
(28 x 4.4)
4c:1240

Module universale:



Junior Page
(18 x 26)
4c:3045;
a/n:1585



1/4 pag
(13 x 18)
4c:1520;
a/n:790

Majorări:

- Poziționări preferențiale: +15%
- Ultima pagină: + 50%
- Taxă tutun, alcool: + 12%
- Publireportaj: + 50%
- Publicitate politică: + 100%
- Taxă machetare: +15% din valoarea primei apariții
- Exclusivitate în pagină: +50% (modul minim 1/4 pag)

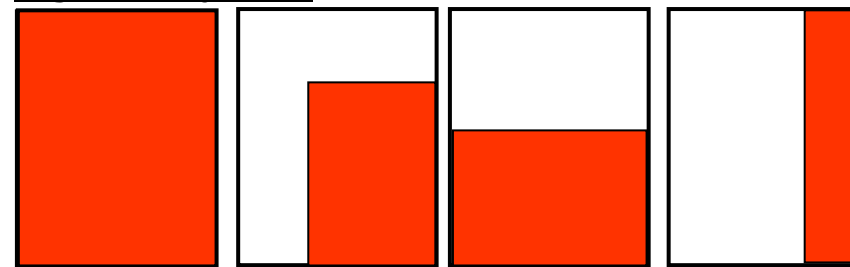
Condiții predare machete:

TIFF, JPEG a/n sau CMYK
Rezoluție 300 dpi

INSERTURI

Rezervări cu 10 zile înainte de data inserției.
Format maxim: A4, 8 pagini, hârtie SC56
Tarif inserturi/ediție: 1416 RON + TVA

Pagini redacționale:

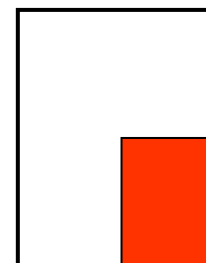


1/1 pag
(28 x 39)
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a/n:2730

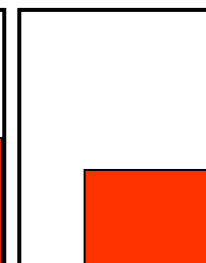
Junior page
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4c:3000;
a/n:1500

1/2 pag
(28 x 19)
4c:2660;
a/n:1330

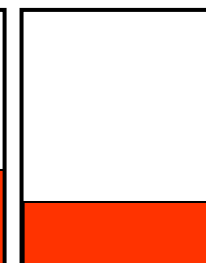
1/4 pag
(9.1 x 39)
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a/n:675



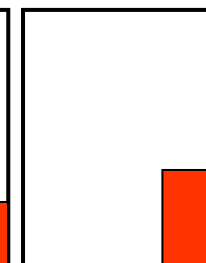
1/4 pag
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a/n:675



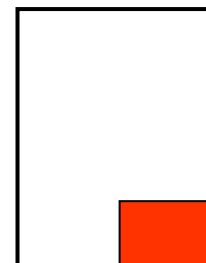
1/4 pag
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a/n:675



1/4 pag
(28 x 10)
4c:1350;
a/n:675



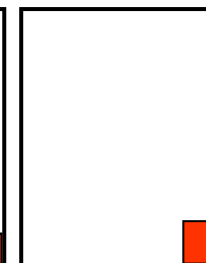
1/8 pag
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a/n:350



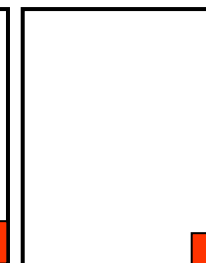
1/8 pag
(13.8 x 10)
4c:700;
a/n:350



1/16 pag
(13.8 x 6)
4c:415;
a/n:207



1/16 pag
(9.1 x 9.1)
4c:415;
a/n:207



1/32 pag
(4.4 x 6)
4c:132;
a/n:66

ARBOmedia - România
Str. Iuliu Maniu, Nr. 7, Corp A, Intrarea 3, Et. 3,
Sector 6, București

Telefon: +40 (0) 372 111 777 (new)

Fax: +40 (0) 372 111 711 (new)

arbosfera@arbomedia.ro

***S.C. ARBOmedia.NET S.R.L.// Sediul social: B-dul. Iuliu Maniu, nr. 7, corp A, etaj 3,
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