

## DESIGN COSTS

When placing ads in Krone Gesamt, Krone bunt and KRONE.TV as well as in *Länder* and regional editions of the Kronen Zeitung:

	Design costs
1/1 page	<b>312.00</b>

For all other formats, the production costs will vary pro rata depending on the format.

## PROMOTIONAL CAMPAIGNS

Editorially designed ads in compliance with the "Krone" layout (no mention of prices) produced by our PR editorial team.

	Promotional discount
Krone complete edition, Krone main edition, and Wien Krone, Krone bunt, KRONE.TV	<b>25%</b>
all other Austrian <i>Länder</i> and regional editions of the Kronen Zeitung	<b>35%</b>

## VOLUME DISCOUNTS

The basis for calculating volume discounts is – once the final transaction has been confirmed in writing in advance – the total value of all advertisements placed in MediaPrint print products within one calendar year (gross rate acc. to applicable price list minus specific special discounts and similar), unless their eligibility for discounts was explicitly excluded in individual agreements. In general, text ads placed in the „Kronen Zeitung“, job ads placed in the „KURIER“ and promotional campaigns and any form of online or („Krone“) dispenser advertising are excluded from consideration for discounts.

Ad volume	Discount
from 10,000.–	<b>3 %</b>
from 100,000.–	<b>6 %</b>
from 200,000.–	<b>9 %</b>
from 300,000.–	<b>12 %</b>
from 400,000.–	<b>15 %</b>

## BOX NUMBER FEE

	Fee
Dispatch	<b>€ 8.30</b>

## REPRO GUIDELINES FOR NEWSPAPER PRINT

Repro guidelines according to ÖNORM A 1503 and/or Allgemeine Richtlinien für den Zeitungsdruck der Interessensgemeinschaft Austria Druckstandard Zeitungen (newspaper printing standard). For detailed information, please refer to [www.kroneanzeigen.at](http://www.kroneanzeigen.at).

### Paper format

Width 230/ 220 mm  
(pre-fold of at least 10 mm),  
Height 300 mm

### Type area

196 mm wide x 270 mm high  
4 columns, each 46 mm wide  
(46 / 96 / 146 / 196 mm)

### Block advertisements

Unless any fixed rates are indicated, the prices for advertisements are calculated – acc. to the applicable ad rate – from the respective prices per mm.

Calculated in 5 mm steps  
At least 20/1-column

### Public holidays

On public holidays, different deadlines apply

### Company head office

1190 Wien, Muthgasse 2

### Internet

[www.kroneanzeigen.at](http://www.kroneanzeigen.at),  
[www.mediaprint.at](http://www.mediaprint.at)

Prices subject to change; no liability accepted for printing errors.

All rates applicable for b/w, 2c, 3c and 4c. Rates in euros plus advertising tax and VAT.

All fixed formats indicated may only be booked as such.