

## **EXTRA CHARGES\***

You can find the rates for the following special placements in the price list:

- 2/1 page compulsory place (inside page)
- 1/2 page spread
- 1/1 page compulsory place
- cover 2 or 3
- cover 4

### **Other special placements: + 25%**

- on all the inside pages who follow or who belong to an insertion on a cover page (for gatefolders: see special formulas)
- on 2 x 1/2 page spread at the top of the page, to be calculated as following: 2 x the price of a ½ page
- prima posta = see document "Placement Policy"

### **Other special placements: + 15%**

- for a special placement in the magazine (first half, opposite text page, page on the right...).
- for formats smaller than a 1/1 page, a special placement isn't always possible
- for a special placement on a page (for example obligatory extreme right)
- for a specific placement surrounded by editorial text (for example 1/3 central height)
- on the format, smaller than 1/1 page, touching the 1/1 page
- for 1/4 page horizontal (format always surrounded by editorial text)
- on the total for specific placement of successive pages
- per additional quote of a label or logo in one advert (up to maximum +30%).

Not valid for adverts for contests and/or for events and fairs

- for adverts with coupon

### **Inserts:**

Should an insert (stapled or glued), a co-mailing or a blow-in itself contain a second insert, then above the normal right of asylum valid for the first insert, an additional fee is applied which amounts to 50% of the right of asylum of the second insert.

**Please contact us for all other wishes concerning special placements that do not occur above or on the price list.**

\* Not applicable for Le Vif/Knack Weekend Black, Le Vif/Knack Weekend Specials and the medical magazines.

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