

FARBE UND LACK Buyers' Guide 2011/2012

Closing date:
**21st January
2011**



The German industry classic enables decision makers in purchasing, laboratories and management to find the right supplier quickly thanks to its clear structure.

Detailed company profiles and an overview of the most important professional organisations, institutes and universities round off the profile of this standard reference work for the coatings industry in the German language area.

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FARBE UND LACK advertisers:
Of course we will apply your current discount to your display advertisement in the FARBE UND LACK Buyers' Guide!

Suppliers Index

Make sure your potential customers can get in touch with you and complete your entry in the Suppliers Index with your full contact details!

Line entries

(rates per line and product heading)

Line in bold type/CAPITAL LETTERS
max. 30 characters € 36.00
Line in normal type
max. 35 characters € 24.00

Box advertisements

(rates per mm height and product heading)

Rate per mm height, 58 mm wide € 18.00

Example:

Line entrie
2 lines in bold type +
2 lines in normal type
€ 120.00



Please see enclosed product list with all available product headings.

Partners of the Coatings Industry

Double your advertising space.

If you book a 1/2 page or 1/1 page display advertisement (A4), we will provide free of charge the same space for your detailed company portrait.



Example: 1/1 page display advertisement
+ 1/1 page company portrait

Display advertisements

(type area: 175 mm wide x 250 mm high)

Ad sizes (A4)
1/1 page b/w € 2,680.00
1/2 page b/w € 1,340.00
1/3 page b/w € 893.00
1/4 page b/w € 670.00

Colour charges
1/1 page, per CMYK colour € 500.00
1/2 page, per CMYK colour € 250.00
1/1 page, per special colour € 800.00
1/2 page, per special colour € 400.00

Special position
4th cover, 4c € 4,984.00

Bound-in inserts (excl. production costs)
2 pages (1 sheet) € 4,180.00
4 pages (2 sheets) € 6,270.00

Bookmark (excl. production costs) € 3,484.00

All rates subject to VAT where applicable.

FARBE UND LACK Glossary

Demonstrate your know-how with a contribution in the "FARBE UND LACK Glossary". Present important facts and the background to your products or technical achievements, how they work, their advantages and uses.



Example: FARBE UND LACK Glossary

185 mm wide x 55 mm high
(incl. company logo and web address,
maximum text: 10 lines with 140 characters/line)
€ 1,302.00

185 mm wide x 110 mm high
(incl. company logo and web address,
maximum text: 20 lines with 140 characters/line)
€ 2,604.00

