



Advertising Rates 2009/2010

Advertising in the New Stork Times brings you and your business into the homes and lives of over 1,000 English speaking families in Switzerland, 10 times per year.

Ad Rates Print

Black & White						4-Colour (limited space per issue)	
Size 1	87.5	x	45	mm	CHF 190	CHF	275
Size 2	87.5	x	75	mm	CHF 290	CHF	420
Size 3	87.5	x	130	mm	CHF 430	CHF	760
Size 4	185	x	130	mm	CHF 800	CHF	1500
Size 5	185	x	290	mm	CHF 1600	CHF	2000
Rates for full page ads inside front or back cover or back cover upon request							
Discounts						Special Notes	
Repetition within a 12 month period:						Ads due the first of the month prior to publication	
3 x 5% 5 x 10% 10 x 25%						Agency Commission: 5%	
Discounts apply only with payment in advance							

Please contact us if you would like to place an ad in a format, that is not listed here.

Profile Pages

Small Pack

One page article in one issue (subject to availability / only one profile per issue) of the NST about your service or business, with or without photo(s) with the booking of at least **five months advertising space over a twelve month** period. Article can be supplied by you and will be edited or it can be written by a staff member of the NST.

Large Pack

Double page article in one issue (subject to availability) of the NST about your service or business, with or without photo(s) with the booking of at least **ten months advertising space over a twelve month** period. Article can be supplied by you and will be edited or it can be written by a staff member of the NST.

NST reserves the right to turn down articles about issues and services it deems unsuited for a family oriented publication. Profile pages are restricted to small businesses and non-profit organizations.

Ad-Deadline is 1st day of the month prior to publication

1

87.5 x 45 mm

B&W CHF 190

Colour CHF 275

5

185 x 290 mm

B&W CHF 1600

2

87.5 x 75 mm

B&W CHF 290

Colour CHF 420

3

87.5 x 130 mm

B&W CHF 430

Colour CHF 760

4

185 x 130 mm

B&W CHF 800

Colour CHF 1500



The New Stork Times

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Ad Rates Web

A

Button

60 x 140 px

one month run	CHF	175
three month run	CHF	500
six month run	CHF	950
twelve month run	CHF	1880

B

Square

140 x 140 px

one month run	CHF	300
three month run	CHF	750
six month run	CHF	1400
twelve month run	CHF	3300

C

Skyscraper

280 x 140 px

one month run	CHF	500
three month run	CHF	1300
six month run	CHF	2500
twelve month run	CHF	4900



IMPORTANT NOTICE

Spaces are limited. Ads are allotted strictly on a first come, first serve basis.

Ads go up on the first of each calendar month and are taken off at the last of the month. All ads appear in every section of the website.

Three month runs and longer are only bookable in consecutive months. Price includes placement of ad and link to your website

PRINT & WEB COMBO available upon request

TECHNICAL SPECIFICATIONS

filesize no larger than 40KB, preferably in a GIF or JPG format.

Please contact us (ads@thestork.ch) if you would like to have an ad made.



ADVERTISING INFORMATION 2009/2010

WHAT IS THE NEW STORK TIMES?

Published 10 times annually The New Stork Times is a source of information for what's happening in the world of parenthood, with a focus on Switzerland. Our information is useful for families with children of all ages. It is also a great way for readers to learn about businesses, products, schools, playgroups and happenings of interest in their local areas.

WHO READS THE NEW STORK TIMES?

The New Stork Times reaches a minimum of 1,000 individuals throughout Switzerland each month. They are primarily English-speaking parents, many working for multi-national companies in Switzerland, some with their own businesses, others full-time parenting. We also reach many medical professionals, businesses, relocation agencies, schools and day care centres with each issue. This is a terrific opportunity for your business to reach this specially targeted high-income market.

Please reserve the following

I understand that only ads received one month in advance of the requested advertising date and with this signed, completed contract will appear in the issues requested.

Company Name: _____

Contact Person: _____

Street: _____

Postal Code / Town: _____

Phone: _____ Mobile: _____ E-mail: _____

Indicate your ad size (refer to accompanying rates): Size Nr: ____ (____ mm x ____ mm) Colour Black & White

To be run ____ times at the price of CHF _____ per month

- *Note:
1. Ads that require designing or adjustment to the format (eg, conversion from a Microsoft Word document) will be charged a minimum additional fee of CHF 50.-.
 2. Discounts apply only for ads placed within a 12-month time period.
 3. Payment in advance required for discounted ad prices

I wish my ad to run during the months of

- | | | |
|---|--|--|
| <input type="checkbox"/> October 2009 | <input type="checkbox"/> November 2009 | <input type="checkbox"/> December 2009 / January 2010 |
| <input type="checkbox"/> February 2010 | <input type="checkbox"/> March 2010 | <input type="checkbox"/> April 2010 |
| <input type="checkbox"/> May 2010 | <input type="checkbox"/> June 2010 | <input type="checkbox"/> July / August 2010 (double issue) |
| <input type="checkbox"/> September 2010 | <input type="checkbox"/> October 2010 | <input type="checkbox"/> November 2010 |

Kindly provide a **printed sample** of the ad as you wish it to appear and send as a **PDF file** (alternatively in QuarkXpress or Adobe InDesign) on CD to mailing address below or email to: **Ads@TheStork.ch**. Thank your for your confidence and support.

I understand that this form serves as a binding contract with The New Stork Times and I agree to the financial conditions stated herein.

Place & Date: _____ Signature: _____