

# MEDIA DATA

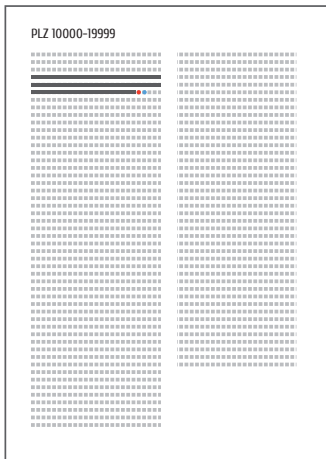
## CMS GARDEN INFOBOOK

The Infobook contains an editorial part, presenting every participating open source CMS, and a service providers' directory. With your advertisement or your directory entry you help significantly financing this extraordinary project: a common booth at CeBIT trade fair 2013.

### Artwork advertisement

<p>1 page 2.000,- €</p>	<p>½ page landscape 1.000,- €</p>	<p>½ page portrait 1.000,- €</p>	<p>¼ page landscape 500,- €</p> <p>¼ page portrait 500,- €</p>
<p>Format: 128 x 190 mm</p>	<p>Format: 128 x 90 mm</p>	<p>Format: 60 x 190 mm</p>	<p>Format landscape: 128 x 45 mm Format portrait: 60 x 90 mm</p>

### Service providers' directory entry



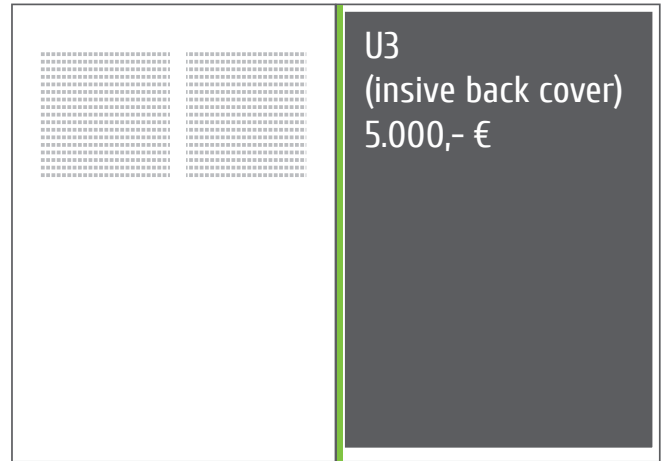
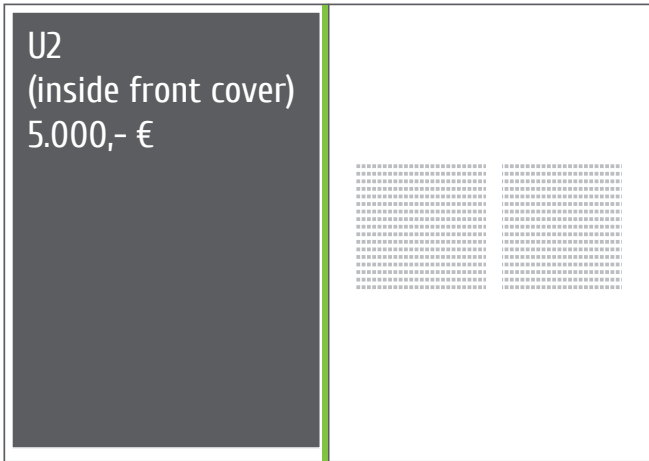
**Max. 180 characters**  
= approx. 3 lines  
including company name and all contact data,  
plus CMS focus indicator.

The „sponsor“ entry is meant for each who is willing to pay a little more to help financing the booth costs.  
„Sponsor“ entries will be highlighted in the layout.

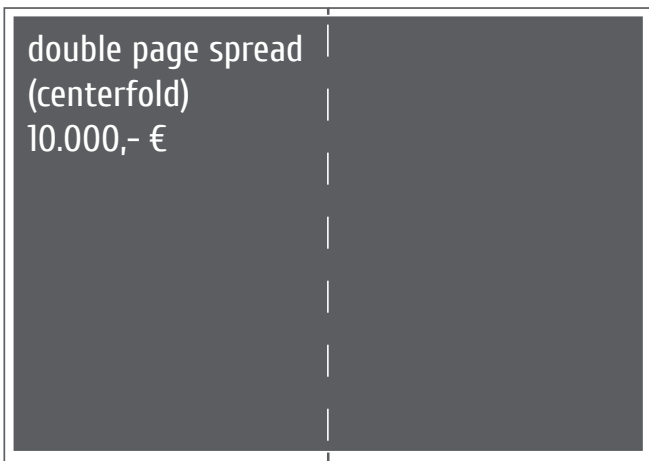
**Standard entry 80,- € (zzgl. 19% USt.)**

**Sponsor entry 130,- € (zzgl. 19% USt.)**

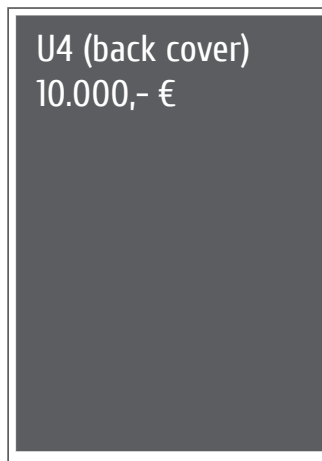
## Special formats



Format: 148 x 210 mm, 3 mm bleed OR inside type area: 128 x 190 mm  
 Allow for 7 mm gutter margin which may be pasted over with a cover stability stripe



Format: 296 x 210 mm, 3 mm bleed  
 OR inside type area: 276 x 190 mm  
 (Glue binding – do not place text in the fold!)



Format: 148 x 210 mm,  
 3 mm bleed

## Artwork file

Safety clearance: 8 mm at edges, 13 mm gutter margin  
 Resolution: at least 300 dpi  
 File formats: PDF/X-3, TIFF, EPS, JPG  
 Color: CMYK or grayscale, max. 300 % inking

### IMPORTANT

Convert all text into paths! Reduce all layers to background layer, no alpha channels, no transparency paths, no compression! No spot colors, no RGB colors, CMYK only! No crop marks, no register marks.

## Technical Info

Print run: 50.000 copies  
 Pages: approx. 100  
 Format: DIN A5 (148 x 210 mm)  
 Type area: 128 x 190 mm

Please keep in mind that the infobook is a lot of work anyways and respect the requirements. Thank you very much.

# YOUR ADVERTISEMENT IN CMS GARDEN INFOBOOK

Orders will kindly be processed by our project partner pluspol GmbH.

Standard format	Price
<input type="checkbox"/> 1/1 inside page	2.000,- €
<input type="checkbox"/> 1/2 page portrait	1.000,- €
<input type="checkbox"/> 1/2 page landscape	1.000,- €
<input type="checkbox"/> 1/4 page portrait	500,- €
<input type="checkbox"/> 1/4 Seite landscape	500,- €

Special format	Price
<input type="checkbox"/> U2 (inside front cover)	5.000,- €
<input type="checkbox"/> U3 (inside back cover)	5.000,- €
<input type="checkbox"/> U4 (back cover)	10.000,- €
<input type="checkbox"/> double page spread	10.000,- €

All prices plus VAT 19%

This offer addresses companies, commercial enterprises, and freelancers.

## Advertising order

Company \_\_\_\_\_

EU VAT ID \_\_\_\_\_

Contact person \_\_\_\_\_

Address \_\_\_\_\_

Zip/City \_\_\_\_\_

Country \_\_\_\_\_

Telephone \_\_\_\_\_

Telefax \_\_\_\_\_

E-Mail \_\_\_\_\_

Please provide a valid e-mail address and keep the layout file at hand. We will contact you with further information about sending the artwork!

Invoicing party:

Pluspol GmbH  
Universitätsstr. 3  
D-56070 Koblenz  
Telephone: +49-261-20 16-903  
E-Mail: info@pluspol.de

CEO: Wolfgang Frank  
Register: AG Koblenz, HRB 21340  
EU VAT ID: DE 243413019

**Bank details**  
Westerwaldbank eG (D)  
Bank code: 573 918 00  
Account no.: 18 39 13 09  
IBAN: DE46573918000018391309  
BIC: GENODE51WW1

**Telefax:**  
**+49-261-2016906**

## Focused CMS

Please indicate!

- Composite
- Contao
- Drupal
- Joomla
- ModX
- OpenCMS
- Papaya
- Plone
- Redaxo
- Typo3
- other: \_\_\_\_\_

We herewith conclude a contract with Pluspol GmbH.  
All prices quoted are subjects to VAT at the current rate.

Date

Stamp/Signature