



Price list 2012



ADVERTISEMENT PRICES

LOW SEASON*

FULL PAGES

Text page unplaced	NOK 95,000
Right-hand page opposite table of contents	NOK 103,000
Penultimate page	NOK 103,000
Back page	NOK 141,000

SPREADS

Text page unplaced	NOK 130,000
First spread**	NOK 208,000
Second spread.....	NOK 187,200

GATEFOLDS

Gatefolds	NOK 309,500
Extended centrefold	NOK 385,500

HIGH SEASON

FULL PAGES

Text page unplaced	NOK 104,500
Right-hand page opposite table of contents	NOK 113,300
Penultimate page	NOK 113,300
Back page	NOK 155,100

SPREADS

Text page unplaced	NOK 143,000
First spread**	NOK 208,000
Second spread.....	NOK 187,200

GATEFOLDS

Gatefolds	NOK 309,500
Extended centrefold	NOK 385,500

* January, June, July, August

** After standard cover or gatefolds. The price for the first spread remains the same in the event of preceding gatefolds.

ORDER DEADLINE

Three weeks before publication, at 11.30 on Fridays

MATERIALS DEADLINE

14 days before publication, at 11.30 on Fridays

Delayed ads, and ads that are cancelled after the deadline will be invoiced in full

Other creative solutions on request.

Plan your campaign at www.dn.no/idn.

D2

TECHNICAL SPECIFICATIONS

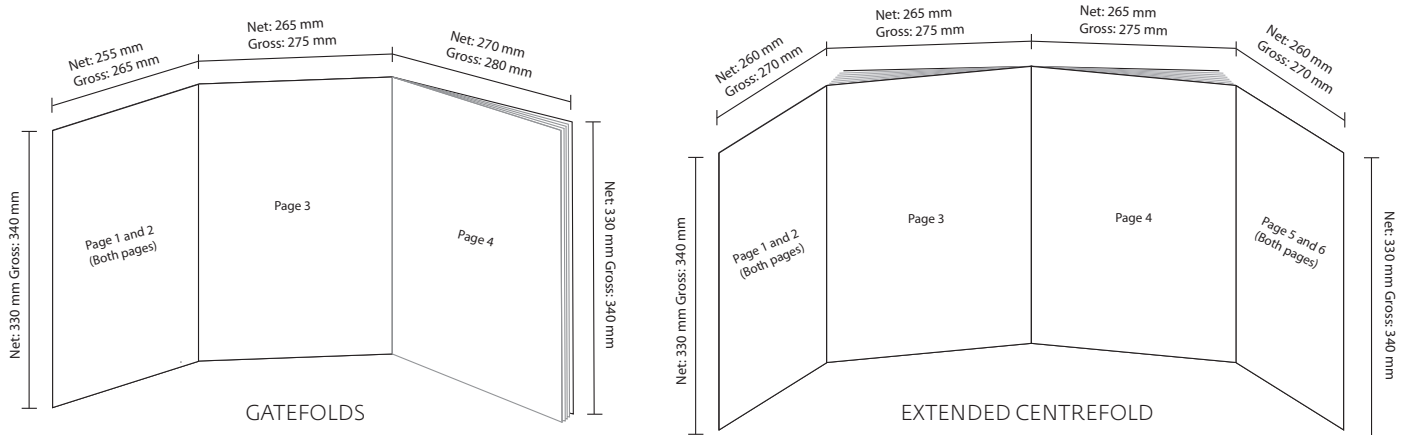
Materials are to be sent in PDF format using NADA (www.nada.no).
Gatefolds and extended centrefolds are to be sent as single pages.

FORMAT:

Full page: Width 270 mm x height 330 mm (+ 5 mm bleed = 280 x 340)

Spread: Width 540 mm x height 330 mm (+ 5 mm bleed = 550 x 340)

Resolution: 300 DPI



LAYOUT:

5 mm bleed for cropping

Text, logos and graphic elements that are not to be cropped must sit 10 mm inside the net format (see D2 formats)

The minimum font size in one colour is 6 pts

The minimum font size in multiple colours or negative text is 8 pts

The minimum visible line thickness in one colour is 0.2 pts

The minimum visible line thickness in multiple colours or negative text is 0.75 pts

The following colour combination is recommended to achieve the deepest black: C 70 – M 60 – Y 60 – K 100

Colour space: CMYK

Advertisements must be finalised in the following PDF format: PDF/X-1a:2001

Total colour saturation: 300%

CMYK colour profile: ISO WebCoated HB

CMYK black/white profile: ISO WebCoated MB Black

Black/white: Dot enlargement by 17% in 50%

Check technical specifications for D2 in IDN at

http://www.dn.no/idn/idnd2/tekniske_spesifikasjoner/



2012 EDITIONS:

WEEK	DATE OF PUBLICATION	SEASON	ORDER DEADLINE	MATERIALS DEADLINE
1	6 January	Low season	13 December	19 December
2	13 January	Low season	22 December	2 January
3	20 January	Low season	30 December	6 January
4	27 January	Low season	6 January	14 January
5	3 February	High season	14 January	21 January
6	10 February	High season	21 January	28 January
7	17 February	High season	28 January	3 February
8	24 February	High season	3 February	10 February
9	2 March	High season	10 February	17 February
10	9 March	High season	17 February	24 February
11	16 March	High season	24 February	2 March
12	23 March	High season	2 March	9 March
13	30 March	High season	9 March	16 March
15	13 April	High season	23 March	30 March
16	20 April	High season	30 March	6 April
17	27 April	High season	6 April	13 April
18	4 May	High season	13 April	20 April
19	11 May	High season	20 April	27 April
20	18 May	High season	27 April	4 May
21	25 May	High season	4 May	11 May
22	1 June	Low season	11 May	18 May
23	8 June	Low season	18 May	25 May
24	15 June	Low season	25 May	1 June
25	22 June	Low season	1 June	8 June
26	29 June	Low season	8 June	15 June
27	6 July	Low season	15 June	22 June
28	13 July	Low season	22 June	29 June
29	20 July	Low season	29 June	6 July
30	27 July	Low season	6 July	13 July
31	3 August	Low season	13 July	20 July
32	10 August	Low season	20 July	27 July
33	17 August	Low season	27 July	3 August
34	24 August	Low season	3 August	10 August
35	31 August	Low season	10 August	17 August
36	7 September	High season	17 August	24 August
37	14 September	High season	24 August	31 August
38	21 September	High season	31 August	7 September
39	28 September	High season	7 September	14 September
40	5 October	High season	14 September	21 September
41	12 October	High season	21 September	28 September
42	19 October	High season	28 September	5 October
43	26 October	High season	5 October	12 October
44	2 November	High season	12 October	19 October
45	9 November	High season	19 October	26 October
46	16 November	High season	26 October	2 November
47	23 November	High season	2 November	9 November
48	30 November	High season	9 November	16 November
49	7 December	High season	16 November	23 November
50	14 December	High season	23 November	30 November
51	21 December	High season	30 November	7 December
52	28 December	High season	7 December	14 December