

positio

MEDIA INFO 2018

THE AIM OF THE MAGAZINE

POSITIO contains information about the latest possibilities of spatial data technology and keeps its readers up-to-date on national and international development in the branch. The magazine is an information channel for producers and users of spatial data, and also for designers and builders of the spatial data applications.

TARGET GROUP

Positio is aimed for all users of spatial data technology, producers of spatial data, software and hardware suppliers as well as teachers and students in the branch.

Spatial data sets describe objects and phenomena known for their location, such as natural resources, terrain, land use, landownership, population, business activities, and networks for transportation and community management.

The target group of the magazine consists of representatives of state and municipal administration, educational and of various branches in the private sector.

SUBSCRIPTION RATES 2018 (4 ISSUES)

standing order 24 €

annual subscription 29 €

single issues 8 € (minimum amount 5 issues, 6 € / issue,

minimum amount 10 issues, 5 € / issue)

PUBLISHER

National Land Survey of Finland

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Advertisement sizes and rates as of 1 January 2018:

	size	4-colour
	BACK COVER 210 mm x 244 mm, at the top of the page a 40 mm space must be left for the address etc. Bleed 3 mm on sides and bottom	1350 €
	INSIDE COVER or PAGE 4 210 mm x 284 mm Bleed 3 mm / margin	1050 €
	1/1 PAGE 210 mm x 284 mm Bleed 3 mm / margin	900 €
	2/3 PAGE 129 mm x 274 mm <i>or 134 x 284 mm *)</i>	620 €
	1/2 PAGE 200 mm x 135 mm <i>or 210 x 142 mm *)</i>	525 €
	1/3 PAGE 200 mm x 88 mm or 66 mm x 274 mm <i>or 210 x 94 mm or 71 mm x 284 mm *)</i>	420 €
	1/4 PAGE 200 mm x 69 mm <i>or 210 x 71 mm *)</i>	345 €

*) Bleed 3 mm for advertisements reaching the edge of the page.

Advertisement rates include VAT. Yearly contract rates with 20% discount.

Positio magazine's schedule for year 2018

Issue	Deadline for articles	News	Advertisements	Mailing
1/2018	12 January	23 January	9 February	2 March
2/2018	13 April	27 April	11 May	1 June
3/2018	10 August	24 August	7 September	1 October
4/2018	19 October	2 November	16 November	10 December

INQUIRIES

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SERVICE INDEX ADVERTISEMENTS

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DELIVERY OF DATA

Print-ready PDF (or InDesign / Illustrator
file, where texts are converted to paths).
Pictures 300 dpi, CMYK.

DELIVERY ADDRESS FOR DATA

e-mail: positio@nls.fi
or
National Land Survey of Finland
Positio
P.O. Box 84
FIN-00521 HELSINKI
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INVOICING

Advertisements are invoiced after the issue
is published. Invoice should be paid within
14 days.

CANCELLATION OF ADVERTISEMENTS

By deadline, send e-mail: positio@nls.fi.
If the advertisement is cancelled later,
50% of the price will be charged.

RECLAMATIONS

Written reclamations should be sent
within 14 days after publication of the issue.
The magazine's responsibility for errors
is limited to advertisement rates.

Size: 210 mm x 284 mm,
36 pp.

Edition: 1 100 copies

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