

RAKENTAJA

Rate card 2021

Basic details on magazine

Publisher:

Finnish Construction Trade Union

Print run: 72,500**Printing house:** Punamusta Oy, Forssa**Size of the magazine:** Magazine, printing area 215 x 290 mm**Printing method:** Offset**Page preparation:** Punamusta Oy

Editorial staff

Address: P.O. Box 307, 00531 Helsinki
Telephone: +358 (0)20 774 003**Editor in chief:**

Johanna Hellsten

Subeditor:

Jukka Nissinen

Editorial Assistant:

Soile Ahremaa-Luttinen

Email:

firstname.lastname@rakennusliitto.fi

Website www.rakennusliitto.fi

Sizes of advertisements

1/4 horizontal 181 x 60 mm
€1,080**1/2 horizontal**
215 x 145 mm
+ 5 mm bleed**€1,800****Low horizontal banner** 181 x 40 mm**€750**

Publication schedule 2021

Issue	Material	Published	Theme
1.	04/01	29/01	Income and expenses
2.	18/02	18/03	
3.	01/04	29/04	Work safety and health
4.	20/05	17/06	Infrastructure
5.	15/07	12/08	Surfaces and painting
6.	26/08	23/09	Young builders
7.	07/10	04/11	Renovation
8.	18/11	16/12	

Advertisement rates

size	measurements/ mm	4-tone
double page	430 x 290	€5,200
full page	215 x 290	€2,800
back cover	215 x 265	€3,200
half page	215 x 145 horizontal 106 x 290 vertical	€1,800
quarter page	181 x 60 horizontal 87 x 127 vertical	€1,080
low banner	181 x 40 horizontal	€750

Discounts

10% discount for repeat orders.
Advertising agency discount 15%.

Restrictions

Advertisements will not be published on the front page or as fixed position adverts.

Advertising Sales

Tietotalli Oy,
Jyväskylä office**Heidi Andersson****Telephone: +358 (0)50 528 7770****Email:**

heidi.andersson@tietotalli.fi

Materials

Delivery address:

heidi.andersson@tietotalli.fi

PDF file in CMYK colours, image resolution 300 dpi.

Cancellation on day of booking.

Complaints in writing within 14 days of publishing.

Technical requirements for materials

Images

Optimum image resolution 300 dpi, minimum 200 dpi.

The colour values of images should be configured as process colours (CMYK).

PSO_MFC_Paper-eci.icc profile is used in CMYK conversion.**1/2 vertical**
109 x 278 mm
+ 5 mm bleed**€1,800****1/4 vertical**
87 x 127 mm**€1,080****1/1 vertical**
215 x 290 mm
+ 5 mm bleed**€2,800****Back cover**215 x **260** mm
+ 5 mm bleed**€3,200**

The advertising customer is responsible and liable to pay compensation for any damages its advertising might cause to a third party or the magazine. The aim is to publish all approved advertisements on the designated date.

However, if an advertisement cannot be published due to reasons not related to production, other operational reasons (such as a

strike) or reasons attributable to the customer or a subcontractor, the magazine is not responsible for any losses or damages suffered by the advertising customer.

The magazine's liability for omission of an advertisement or error in publishing is limited to refunding the amount paid for the advertisement.