

For more information about printed advertising possibilities please call Clara, Patrick or Jean-Frédéric on (44 20) 7297 3390.

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Post: 315, Jangwoo Building, 339-4 Huam-dong, Yongsan-gu, Seoul, Korea, 140-909.

Display

Bookmark	£4675 / \$6872	Inside Back Cover	£2100 / \$3087
Sponsorship*	£3575 / \$5549	Full Page	£2100 / \$3087
Outside Back Cover	£4000 / \$5880	Half Page	£1100 / \$1617
Inside Front Cover	£2750 / \$4043	Quarter Page	£610 / \$897
*Includes a full page ad, a banner ad on every section page and a free copy of The Location Guide.		Banner	£450 / \$662

Classified

Bold Listing Entry	£85 / \$125	10 Word Statement	£15 / \$22
Colour Logo Entry	£140 / \$206	30 Word Statement	£25 / \$37
Bold & Logo Entry	£185 / \$272	50 Word Statement	£40 / \$59
Bold, Logo & 30 Word Statement	£205 / \$301	Duplicate Listing	£15 / \$22 (per listing)

Specifications

We can accept either Illustrator, Photoshop or Freehand files saved as either an eps or tif - we also accept high res pdf files that use pass4press settings. If you are working with Illustrator or Freehand, could any fonts used be saved to outline - if it is from Photoshop, the file resolution needs to be at least 300dpi. Alternatively, the file may be supplied as a quarkxpress or indesign document but all fonts (both screen & printer for mac) & any pictures used must be supplied. All colours need to be cmyk for printing purposes - if rgb files are supplied they will be converted to cmyk which may cause a colour change so please check carefully before sending the files - if possible, please supply a colour guide for matching on press. Artwork can be supplied on cd or zip to David Lewis at The Location Guide or by email to dave.lewis@thelocationguide.com. All the dimensions below are height by width - Banner, Half Page & Quarter Page ads will always appear with a white border so no bleed is necessary. If you have any questions about these specifications, please contact David Lewis on the email above or on (44 1273) 542 372.

Display	Bleed (h x w)	Trim (h x w)	Type (h x w)
Full Page (including covers)	222mm x 148mm	214mm x 140mm	194mm x 120mm
*Bookmark (two-sided)	166mm x 71mm	160mm x 65mm	150mm x 55mm
Sponsorship Banner	**Not Applicable	**Not Applicable	25mm x 115mm
Half Page	**Not Applicable	**Not Applicable	97mm 115mm
Quarter Page	**Not Applicable	**Not Applicable	45mm 115mm

* Please contact David Lewis on (44 1273) 542 372 to discuss this in more detail.

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