

# monitor

NORWAY

THE LEADING SCANDINAVIAN MAGAZINE FOR INSTALLATION & PRODUCTION

## PRICELIST 2021

PUBLISHER: Geir Bergersen Ph: +47 48 03 41 83, e-mail: g.bergersen@gmail.com

### ADVERTISING MATERIAL NOTE

Monitor Magazine only accepts digital advertisement material. We accept material in prepress-prepared PDF-format.

If uncertain regarding the preparation of PDF-files, Monitor is able to offer you this service.

Digital advertisement material must include all of the following items:

- CMYK-images with high resolution, i.e 300 dpi at 100 %. No compression.
- Only use Postscript-fonts.
- All colours should consist of CMYK colours (not pantone).
- Always include colour proofs that match the digital material. We can provide this at a cost of 320,- Nkr.

### ADVERTISEMENT DELIVERY

- e-mail: g.bergersen@gmail.com
- Dropbox or other service

#### Consider this:

- The file should be compressed (.sit or.zip) before file transfer through e-mail.
- The file must be clearly named to correspond with the appropriate magazine and the issue it shall appear in.
- Please contact your sales representative by e-mail or phone, before sending material and let us know how you will deliver the files
- If your ad bleeds outside the magazine margins, please bear in mind that any bodycopy or images of importance should be placed at least 13 mm from the ads margin. The ad should have a bleed of 5 mm ( Turn the page for details).
- Monitor will invoice you for any additional prepress or layout work if the advertisement material is not prepress ready.
- This includes all material not delivered as listed above.

- Please observe that we need the material early in the production stage (see release dates) under "None ready material" on the next page.

### EXTRA CHARGE

Extra charge for special placement of advertisement +10 % Backpage +20 %.

### DISCOUNTS

15% on advance booking of 3 advertisements.  
20% on advance booking of 4 advertisements.  
30% on advance booking of 5 advertisements.

A prerequisite for the discount will only be given if all are booked at same time for all editions.

Cancellation of advertisements will be accepted only with written notice that is received by Monitor Norway no later than 2 weeks prior to the date which the advertisement was scheduled for publication.

### INSERTS

Inserts in Monitor must not contain third-party advertisements. Maximum size: 200 mm width, 275 mm height. Request offer.

### DISTRIBUTION

Monitor is distributed to the following target audiences: Producers, engineers, executive managers in all production companies working within film and video, TV-stations, radio stations including local stations, recording studios. PA-companies, installation firms and all consultants within the field of work. Furthermore our combined circulation covers all companies in the event market and all makers of soft- and hardware.

- Public venues:  
Arenas, theatre and other artistic stages and concert organisers. AV and conference staff at hotels and resorts.

- Government and public offices:

AV- and information staff and educational institutions.

- Training:  
Every vocational training course at high school level, university, open university courses,

adult learning facility and every community-based media training course.

### TERMS

10 days after invoice-date.

### COMPLAINTS

Monitor Norway will not be held responsible for any mistakes caused by faulty material or late deliveries. Complaints must be made within 5 days from publishing date,

### TERMS

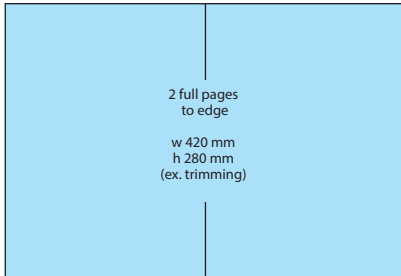
3 200 copies published in Norway.

### PUBLISHER

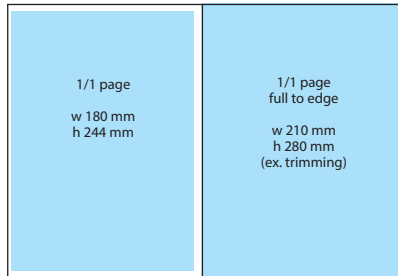
Monitor Norge  
PB 80  
N-3290 Stavern  
Ph: +47 48 03 41 83  
e-mail: post@monitormagasinet.no  
www.monitormagasinet.no

Prices are subject to change.

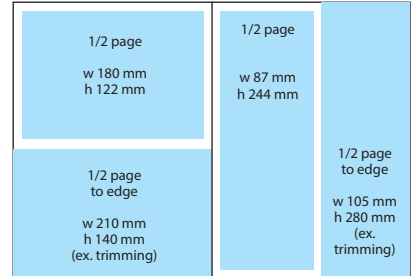
2 full pages 56 200,- NOK



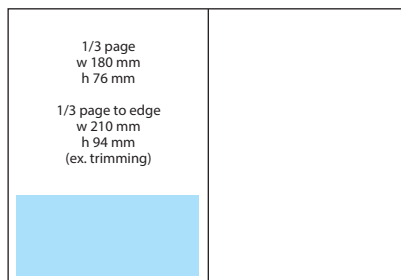
1/1 full pages 29 200,- NOK



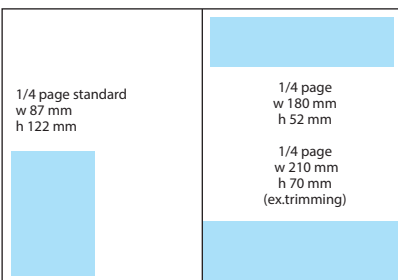
1/2 page 16 200,- NOK



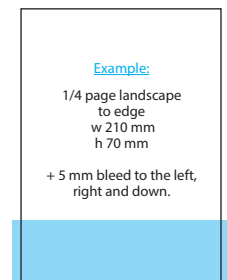
1/3 page 11 200,- NOK



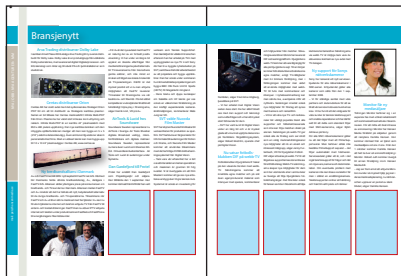
1/4 page 7 800,- NOK



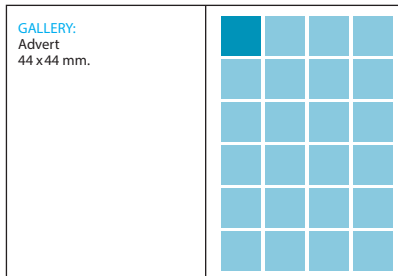
**ATTENTION**  
Use **+ 5 mm** bleed for ads that fall outside the magazine edge.



Advert in TRADENEWS 6 360,- NOK/for 4 ex



Advert in the Gallery 8 800,-NOK/for 4 ex



**WEB RATES** [www.monitormagasinet.no](http://www.monitormagasinet.no):

Small Web-banner : 140 x 79 pixels Price : 1 800,- NOK /month  
Place: right side page

Mid size Web-banner : 140 x 209 pixels Price : 3 200,- NOK /month  
Place: right side page

Big Web-banner : 725 x 90 pixels Price : 10.000,- NOK/month  
Plasering: On the top

Newsletter e-newsletter  
Web-banner : 725 x 90 pixels Price : 2.400,- NOK/ 1 e-newsletter  
Place: On the top

## DEADLINES 2021

Issue	Last booking date	Material Print ready	Publication date
Feb 2021	January 29	February 11	February 26
May 2021	April 19	April 26	May 7
Sept 2021	September 20	September 30	October 15
Dec 2021	December 6	December 13	January 3
Feb 2022	January 28	February 14	February 28

GIVE ME  
A CALL



Geir Bergersen  
Publisher

Ph: +47 48 03 41 83  
[g.bergersen@gmail.com](mailto:g.bergersen@gmail.com)