

VEKO-PRICE

Веко-прайс

Каталог товаров и услуг ведущих оптических фирм



«VEKO-PRICE» – reasonable solution



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The catalogue “Veko-Price” which was issued in 1997, where you can find information about services and the prices on the optical market. For 23 years of existence the edition became the irreplaceable grant on purchases for each manager.

The catalogue of the goods and services “Veko-Price” is the project leaving as the free supplement to magazine “VEKO”. “Veko-Price” contains the fullest information on assortment and the prices of the optical production delivered on the Russian market. Useful information allows owners of optical shops to analyze constantly the prices and optimum to plan the purchasing policy.

The catalogue “Veko-Price” gives possibility to place the information as in black-and-white, economic, a variation, and in the colour execution approaching for formation of image. Low cost of black-and-white placing is convenient for the publication of price-lists which can occupy some pages. The quality printing of colour strips, as a rule, is used for the publication of catalogues and image advertising. Rubrication system on the goods and new section of the lower case information facilitate search of necessary production and do the catalogue “Veko-Price” by the irreplaceable assistant to everyone optics.

Ten numbers per year, the unique and daily updated base of subscribers, presence on all optical actions of Russia is a pledge of efficiency of the advertising placed in the catalogue. Helpful information and qualitative advertising, three-thousandth circulation of the edition and target system of distribution – all it provides to our readers the real tool for optimisation of the business, and to our partners – conclusive competitive advantages among optician Russia and the CIS. The magazine circulation – 2500 copies, issued 5 numbers per year.



VEKO-PRICE CATALOGUE SCHEDULE OF PUBLICATION FOR 2020


№ issue	Release date	Deadline for materials
№ 1	February 05, 2020	01-10-2020
№ 3	April 03, 2020	03-09-2020
№ 5	June 02, 2020	05-06-2020
№ 7	September 03, 2020	08-07-2020
№ 9	November 10, 2020	10-13-2020



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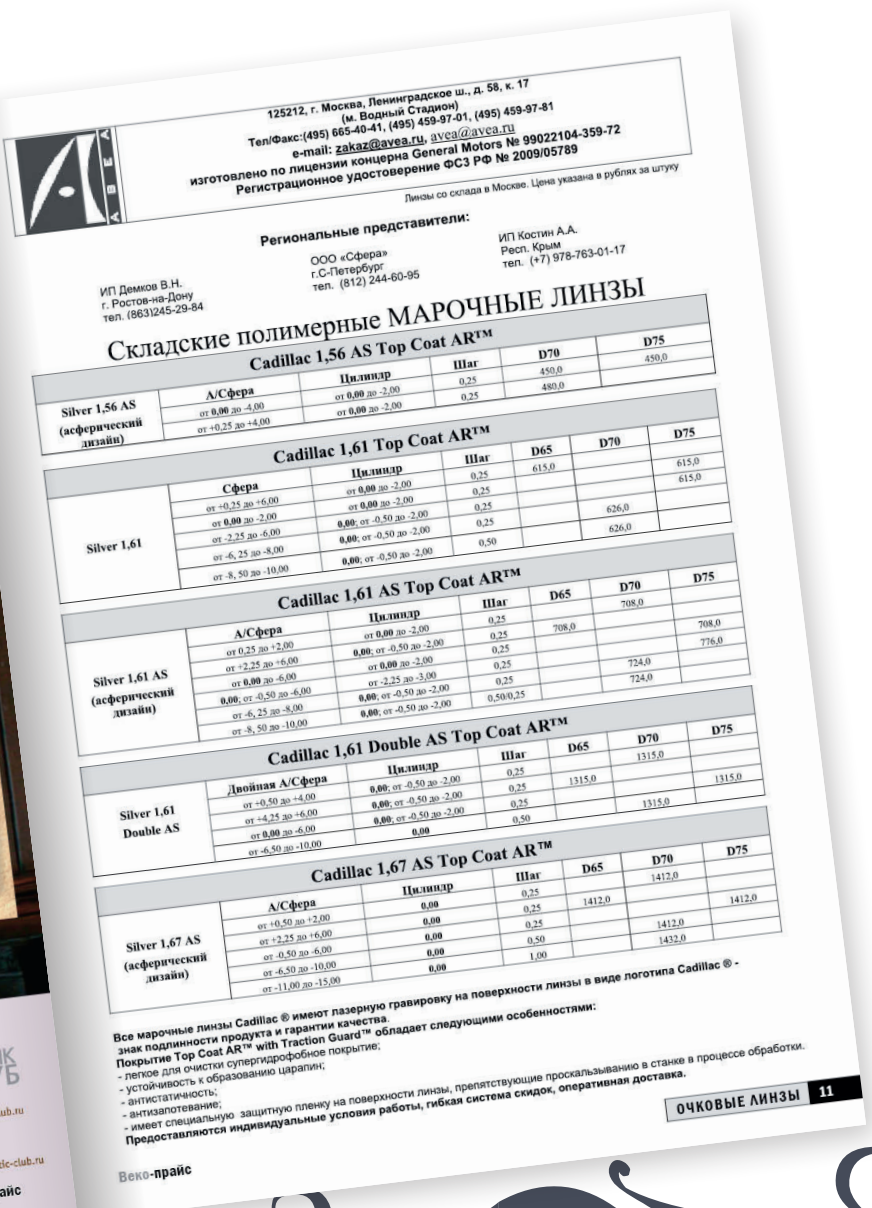


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PRICES FOR ADVERTISEMENT POSITIONING

Size of pages	Price (EURO)
Color line in the catalogue	450
Black-and-white line in the catalogue	225
1/2 of the black-and-white line	110
1/4 of the black-and-white line	80





DISCOUNTS:

1. Depending on the contract volume:
 - in case of placing 4 lines at one time – 1%, 6 lanes – 2%, 8 lanes – 3%, 10 – 4%;
 - in case of placing in 2 issues – 6%;
 - in case of placing in up to 5 issues – 15%;
2. In case of prepayment for all the volume of works under the contract additional discount of 5% can be provided.
3. For advertisers participating in other projects – 3%.
4. For advertisers participating in all the projects – 5%.

NOTE: In case of availability of conditions for discounts the former are not summed but are provided successively.



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1 обложка
170x200 мм
+5 мм под обрез со всех сторон

1/1 цветная
170x240 мм
+5 мм под обрез со всех сторон

1/2 цветная вертик.
83x240 мм
+5 мм под обрез со всех сторон

1/2 цветная гориз.
170x118 мм
+5 мм под обрез со всех сторон



TECHNICAL REQUIREMENTS FOR THE ELECTRONIC VERSION OF THE MODEL

Colored advertisements:

1. The size of «VEKO-Price» issue: 170/240 mm (leave for bleeding 5 mm).
2. The following programs are to be used: Adobe InDesign CS3, Adobe Illustrator, Adobe Photoshop.
3. Images with resolution of 300 dpi.
4. The fonts are curved and attached to the model.
5. The text can't be less than 10 mm to page border

First cover:

1. The size of «VEKO-Price» issue: 170/200 mm (leave for bleeding 5 mm).
2. The following programs are to be used: Adobe InDesign CS3, Adobe Illustrator, Adobe Photoshop.
3. Images with resolution of 300 dpi.
4. The fonts are curved and attached to the model.
5. The text can't be less than 10 mm to page border

Black-and-white adverts:

1. The size of «VEKO-Price» issue: 150/214 mm (leave for bleeding 5 mm).
 - a) 1/2 – 150x105 mm
73x214 mm
 - b) 1/4 – 73x105 mm
 - c) 1/8 – 73x50 mm
 2. The following programs are to be used: (Adobe InDesign CS3, Adobe Illustrator, Adobe Photoshop).
 3. The following programs are to be used: (Word, Excel – 95, 97).
 4. Images with resolution of 300 dpi.
 5. The fonts are curved and attached to the model.
 6. The text can't be less than 10 mm to page border
- To send by e-mail by size not more than 20 Mb!