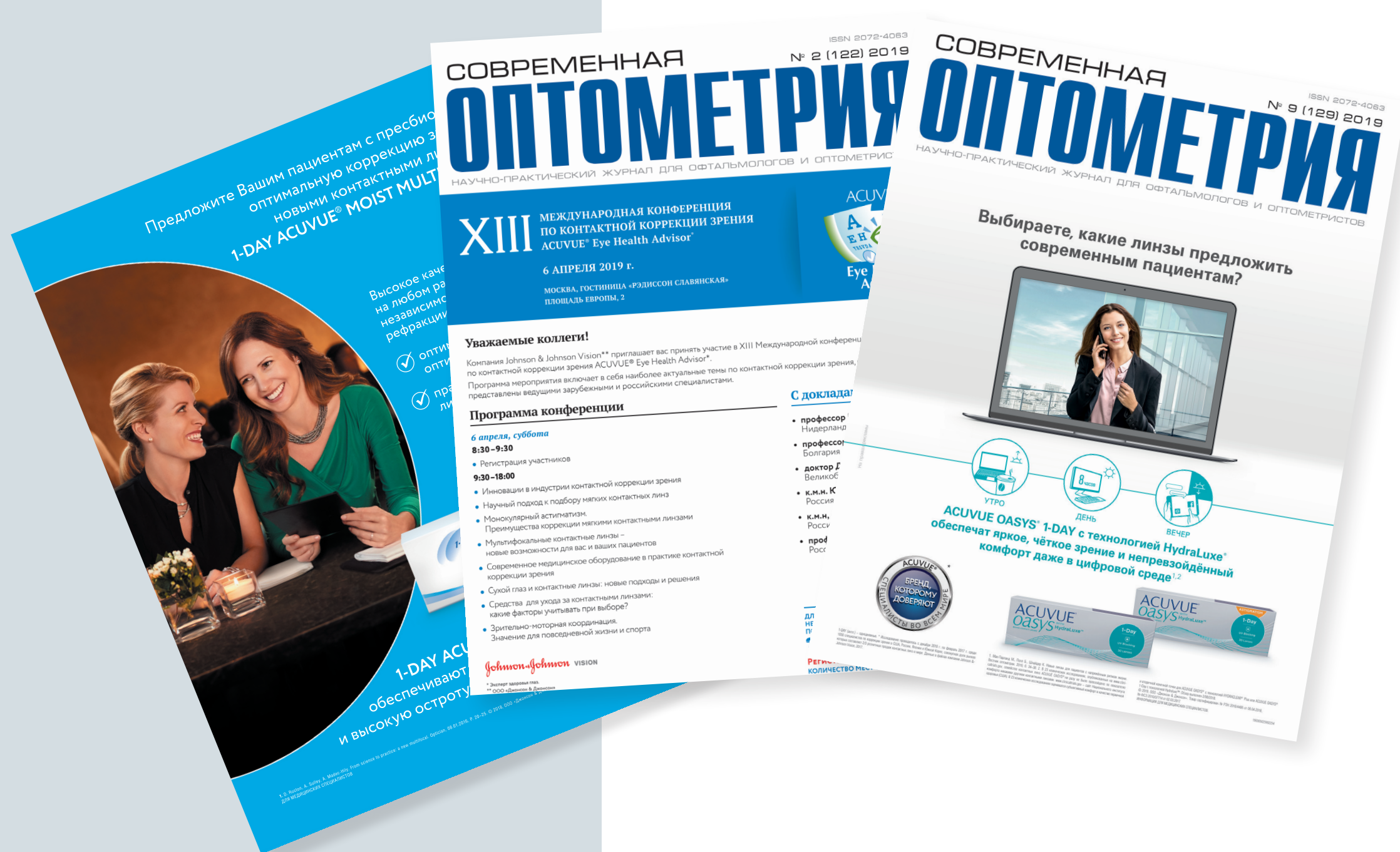


The magazine «Actual Optometry»

СОВРЕМЕННАЯ
ОПТОМЕТРИЯ



«Actual Optometry» –
scientifically-methodical magazine





"Actual Optometry" is published since January, 2007. The magazine circulation – 2500 copies, issued 10 numbers per year. The edition publishes articles of the Russian and foreign experts devoted to scientific and practical questions of optometry. Articles are reviewed, their publication for authors – is free. The edition has won a great popularity among opticians, optics and ophthalmologists.

"ACTUAL OPTOMETRY" – SCIENTIFICALLY-METHODICAL MAGAZINE

Ten numbers per a year.

The Edition extends together with magazine "VEKO".

Circulation of 2500 copies

СОВРЕМЕННАЯ ОПТОМЕТРИЯ



RELEASE DATES OF THE “ACTUAL OPTOMETRY” MAGAZINE IN 2020

№ issue	Release date	Deadline for materials
№ 1	February 05, 2020	01-10-2020
№ 2	March 05, 2020	02-10-2020
№ 3	April 03, 2020	03-09-2020
№ 4	May 06, 2020	04-08-2020
№ 5	June 02, 2020	05-06-2020
№ 6	July 01, 2020	06-08-2020
№ 7	September 03, 2020	08-07-2020
№ 8	October 07, 2020	09-11-2020
№ 9	November 10, 2020	10-13-2020
№ 10	December 10, 2020	11-13-2020



СОВРЕМЕННАЯ
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PRICES FOR ADVERTISEMENT POSITIONING

Page size	Price, €
1/1	1590
1/2	880
1/3	600
1/4	460



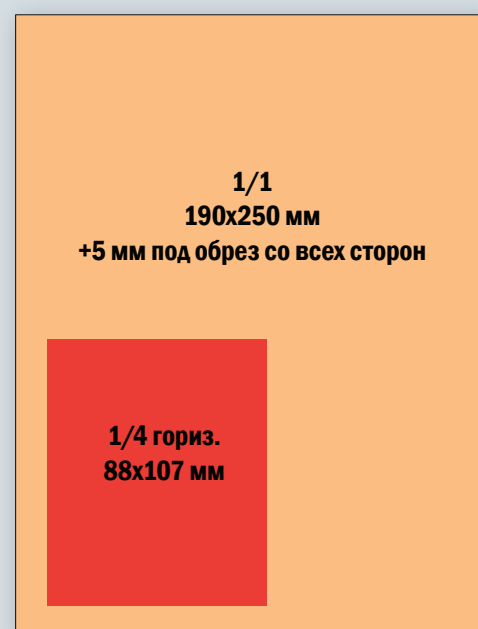
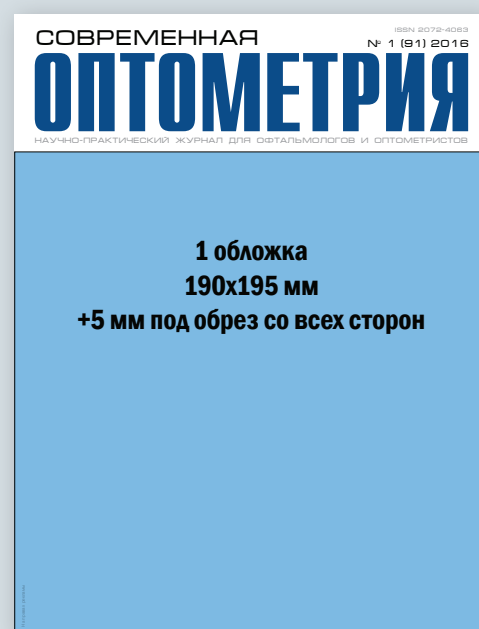


DISCOUNTS:

1. Depending on contract volume:
 - 2%** discount for 2 pages in one issue
 - 3%** discount for 3 pages in one issue
 - 4%** discount for 4 pages in one issue
 - 5%** discount for 5 pages in one issue
 - 2%** discount for advertising in 2 consecutive issues
 - 5%** discount for advertising in 4 consecutive issues
 - 7%** discount for advertising in 6 consecutive issues
 - 9%** discount for advertising in 8 and above consecutive issues
 - 12%** discount for advertising in 10 and above consecutive issues
2. At an advance payment for all volume under the contract the additional discount – **5%** is given.
3. For the advertisers participating in other projects – **3%**.
4. For the advertisers participating in all projects – **5%**.

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

СОВРЕМЕННАЯ ОПТОМЕТРИЯ



TECHNICAL REQUIREMENTS FOR THE ELECTRONIC VERSION OF THE MODEL

1. The size of "Actual optometry" issue: 190/250 mm, from above to leave a place of 190/55 mm for a logo "Actual optometry (leave for bleeding 5 mm).
2. The following programs are to be used: Adobe InDesign CS3, Adobe Illustrator CS3, 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

"Actual optometry" magazine size: 190/250 mm (for bleeds add 5 mm).
The text is not closer than 8 mm to page edge.

1/2 92,5x250 mm
190/123 mm
(for bleeds add 5 mm)

1/3 190/80 mm
(for bleeds add 5 mm)

1/4 88/107 mm

6. Software: Adobe InDesign CS3, Adobe Illustrator CS3, Adobe Photoshop.
7. Image resolution – 300 dpi
8. Fonts should be transformed to curves or be attached to the breadboard.
Attention! Furnish Macintosh fonts only as curves!
9. Fonts should be transformed to curves or be attached to the breadboard.
Attention! Furnish Macintosh fonts only as curves!

ATTENTION! If you have increased requirements to a colour rendition a breadboard model to submit in films with a colouring test. (A positive, emulsion downwards, 175 lpi)

To send by e-mail by size not more than 20 Mb (if a file big – to break into some letters)!

Electronic carriers: CD, DVD (it is obligatory to put listing)