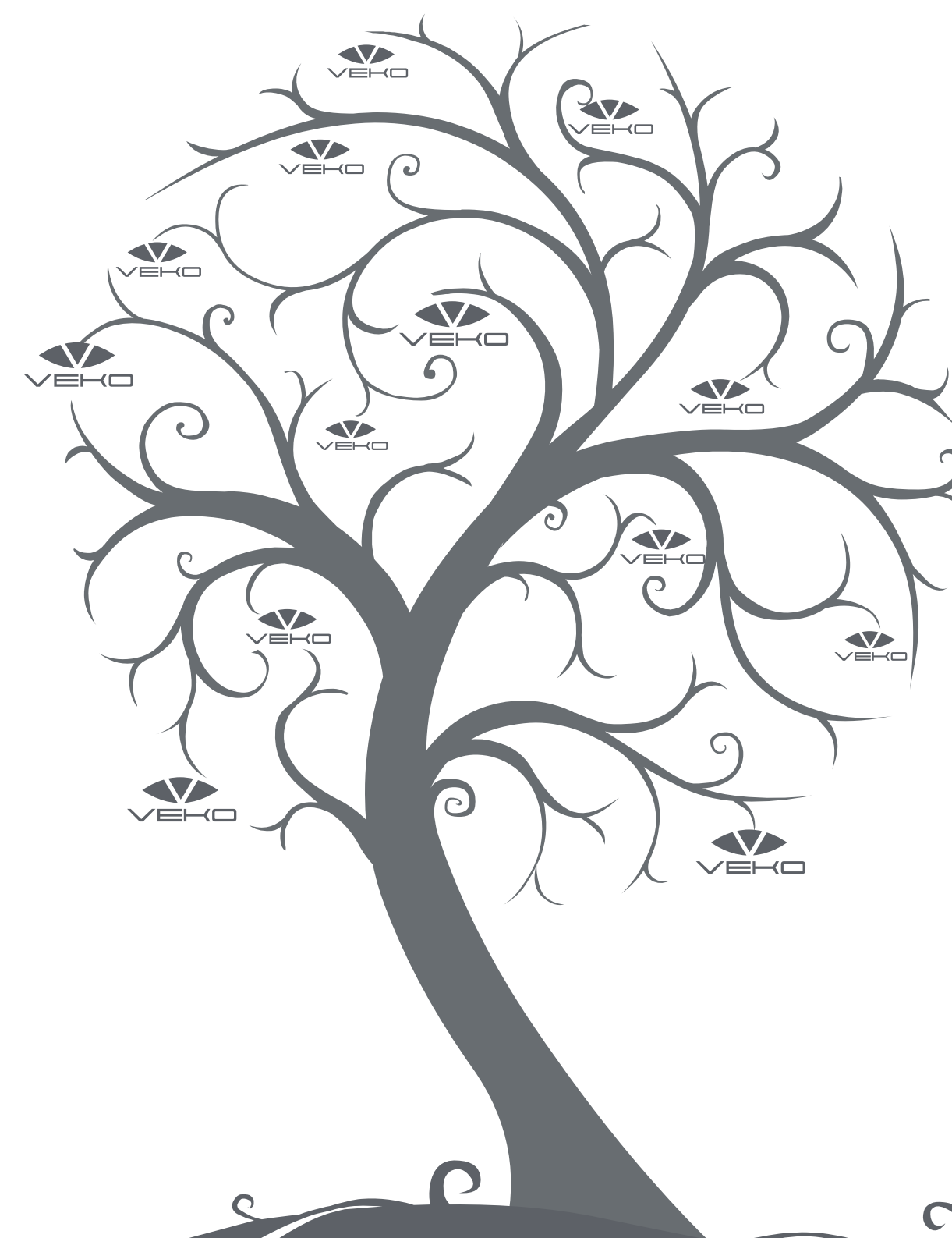


CATALOGUES "SUN GLASSES"

Солнцезащитные  
ОЧКИ



CATALOGUES "SUN GLASSES"



СОЛНЦЕЗАЩИТНЫЕ  
ОЧКИ



Catalogues «Sun glasses» («SUN») are annual edition which represent the review of collections of the sun glasses of a forthcoming season.

### PROJECT MAIN OBJECTIVES:

- to acquaint consumers with fashion trends on sun glasses of a new season;
- to tell to buyers of sun glasses about actual possibilities contact and spectacle sight corrections;
- to popularise trade marks of sun glasses, and also to raise the general «optical» culture of ultimate consumer.

### PROJECT TARGET AUDIENCE:

Catalogue «SUN» basically are intended for end users, but can be used by heads, managers and advisers of optical shops (for assortment formation, for increase of the competence of employees, at work with clients etc).



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COST OF PARTICIPATION IN THE CATALOGUE «SUN GLASSES – 2020»:

Advertising kind	Price
branding advertising 1/1	1890





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## DISCOUNTS

Depending on contract volume:

5% discount for 2 pages branding advertising in one issue

10% discount for 3 pages branding advertising in one issue

15% discount for 4 pages branding advertising in one issue

20% discount for 5 pages branding advertising in one issue

Circulation: 10 000 copies.

- At placing of one and more pages branding advertising in paper «SUN» the same quantity of pages of advertising TM takes places free of charge.
- On placing of page of mark of the discount do not extend.

## ADDITIONAL BONUS:

«SUN» is given to advertisers possibility of annual (semi-annual) placing of page and catalogue TM on a website «Ochki.net» on favorable terms.

TERMS: the Catalogue Appearance «SUN 2020» – 07.02.2020, reception of samples of models – to 13.01.2020.



# Солнцезащитные Очки



## TECHNICAL REQUIREMENTS TO THE ELECTRONIC VERSION OF THE BREADBOARD MODEL

- The format: 250 x 190 mm (leave for bleeding 5 mm from different directions); chromaticity CMYK.
- Materials are accepted in electronic form. Requirements: Adobe InDesign CS3, Adobe Illustrator CS3, Adobe Photoshop CS3.
- Images with resolution of 300 dpi.
- The fonts are curved or enclosed to a breadboard model. Breadboard model listing. Electronic carriers: CD, DVD.
- To send by e-mail by size not more than 5 Mb if a file big.

