

Please complete this booking form and send it back to us via fax or conventional mail.  
Please use this form just once for each booking. Herewith we confirm the booking of an ad in

the **subject category:**

<input type="checkbox"/>	Secondary Education	<input type="checkbox"/>	University Studies
<input type="checkbox"/>	Language Courses	<input type="checkbox"/>	Jobs & Internships
<input type="checkbox"/>	Travel & Work	<input type="checkbox"/>	Notice Board

**itchy feet issue:**

<input type="checkbox"/>	January 2011
<input type="checkbox"/>	January 2012
<input type="checkbox"/>	January 2013



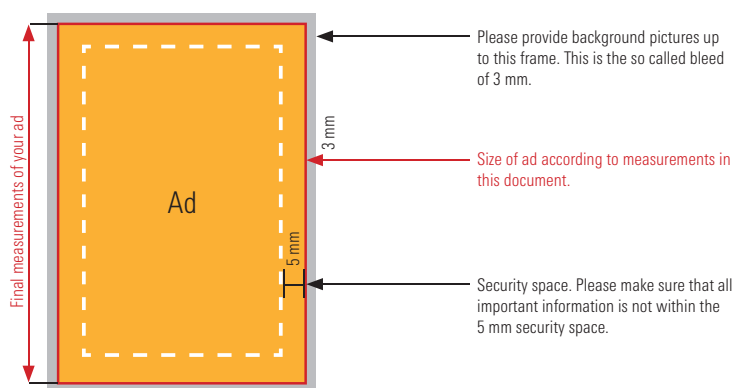
International Education Network  
GmbH & Co. KG  
Managing Directors:  
Thomas Terbeck, Ramon Tissler  
Schloss Cappenberg  
59379 Selm-Cappenberg  
Germany

Contact person:  
Annike Hüske  
+49 241 9633190  
+49 241 9633191  
marketing@itchy-feet.net  
www.itchy-feet.net

### Advertising in itchy feet

The following pages provide you with detailed information on our advertising options and the rates for classic advertisements, articles without house advertising, advertorials, company presentations, notice-board messages, and special ad formats. Companies with their head offices in Germany will be charged an additional sales tax of 19%. With the release of new advertising rates the prices given in the following will lose their validity. Discounts are available up to 10% for multiple bookings.

### Ad Layout



### Advert Formats and Prices (please tick):




Format	Description	Landscape format Width x Height in mm	Panel format Width x Height in mm	Price	
				industry	non-industry
	Inside Front, U2	210 x 280	210 x 280	5.000 €	6.000 €
	Outside Back, U4	210 x 280	210 x 280	5.000 €	6.000 €
	Inside Back, U3	210 x 280	210 x 280	3.500 €	4.500 €
	1/1	210 x 280	210 x 280	2.350 €	4.000 €
	1/2	210 x 131	102,5 x 262	1.400 €	2.350 €
	1/3	210 x 84	65 x 262	1.000 €	1.650 €
	1/4	210 x 65,5	102,5 x 134	850 €	1.400 €
	1/8	102,5 x 65,5	53,5 x 134	450 €	750 €

For graphical security a 3 mm bleed difference must be added to all indicated formats. Please make sure that neither relevant text nor graphics are included within the 3 mm bleed difference on each side of the advert. For details see also 'Delivery of Artwork'.

Bank details:  
Sparkasse Münsterland-Ost  
BLZ: 400 501 50  
Konto-Nr.: 340 573 31  
IBAN: DE76 4005 0150 0034 0573 31  
SWIFT-BIC: WELADED1MST

### Advertorial



An advertorial gives you the opportunity to write about a topic that is of relevance to students and young professionals who are interested in an international education or career. You may, for example, choose to focus on the advantages of a program in general, the education system of a country, or the benefits of a stay abroad. Within this context, you can mention your institution. At the end of your article, your contact details (name, institution, phone number, e-mail and website) will be listed.

Pages	Characters	Price
	max. 4.300	950 €
	max. 8.600	1.700 €
	max. 13.000	2.300 €

Our graphic designer will arrange the layout of your article and possibly a couple of photos.

### Company Presentation

The company presentation has to be consistent with the category in which you wish your article to be printed (e.g. High School). The headline of your text could be 'Name of your company presents itself'. You may include up to three graphics such as pictures, info boxes or logos (but no ads) on each page of your company presentation. Comparative advertising is prohibited.

Pages	Characters	Price
	max. 4.300	1.850 €
	max. 8.600	3.200 €

We kindly ask you to consider that there will be no space for graphics if you use the maximum number of text characters. Our graphic designer will arrange the layout of your text and the graphical elements. Please feel free to make layout suggestions.

### Notice Board

In this part of the magazine latest news and messages of all kinds can be published. The news will be charged by row consisting of a maximum of 40 characters (space characters included).

Rows	1	2	3	4	5	6	7	8	9	10
Prices	x	x	100 €	120 €	140 €	160 €	180 €	200 €	220 €	240 €
Rows	11	12	13	14	15	16	17	18	19	20
Prices	260 €	280 €	300 €	320 €	340 €	360 €	380 €	400 €	420 €	440 €

Rows:

### Comments



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## Delivery of Artwork

Master Artwork:	PDF- or closed EPS-data files with embedded fonts (vector graphics).
Pictures:	unpacked, PDF, EPS or TIFF, minimum resolution of 300dpi, saved in CMYK-mode. Other file formats could lead to exposure errors, for which International Education Network GmbH & Co. KG shall not be liable. Multicoloured ads must be applied in Euroscale. Guarantee of colour fastness only with 1:1 analog/digital proof. Additional work and expenses due to adjustments and proof corrections will be charged upon agreement.
Delivery of data:	via E-Mail to <a href="mailto:data@itchy-feet.net">data@itchy-feet.net</a>
Print Space:	The print space is: 170 x 230,5 mm.

## Technical Characteristics

Format:	210 mm width x 280 mm height
Volume:	68 pages, 4/4 coloured, 70 % colour density
Processing:	saddle stitch
Paper:	Cover: 170g/qm woodfree, white, glossy, Inlay: 75 g/qm Alpasupra glossy

## Confirmation

Herewith we confirm the acceptance of the standard business terms of itchy feet.

Company:

Contact person:

Branch /  
Industrial Sector:

Street:

Zip Code:

City:

Phone:

Fax:

Email:

Web:

Date:

Signature / Stamp:



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