

# Kürschners Deutscher Literatur-Kalender

- Print run:** 1.800 copies
- Printing process:** Offset
- Artwork requirements:** Positive films or print-ready, high-end PDF-Files (minimum resolution 600 dpi, embedded fonts – no TrueType fonts, use only PostScript fonts); graphic design and type-setting free of charge
- Date of publication:** every two years in October
- Copy deadline:** every two years in August
- Format of the book:** 118 mm w x 205 mm h, plus 5 mm additional bleed without surcharge
- Advertising rates:**

Display	Type area width x height	Price in € b / w	Price in € 4 color
1/1 page	104 mm x 175 mm	1.650.00	2.350.00
2/3 page horizontal	104 mm x 112 mm	1.190.00	1.890.00
2/3 page vertical	68 mm x 175 mm	1.190.00	1.890.00
1/2 page horizontal	104 mm x 83 mm	890.00	1.010.00
1/2 page vertical	50 mm x 175 mm	890.00	1.010.00
1/4 page horizontal	104 mm x 40 mm	470.00	505.00
2nd, 4th cover page	104 mm x 175 mm	----	2.550.00
3rd cover page	104 mm x 175 mm	1.716.00	2.400.00

All prices quoted are net and therefore do not include the statutory sales tax. Incl. 1 voucher copy.

- Bleed:** on request
- Series discounts/reductions:** on request
- Inserts:** on request
- Payment method:** invoice
- Payment conditions:** by arrangement

The publisher reserves the right to refuse advertisements. General Terms and Conditions apply.

- Advertising agency:** Media-Agentur Schaefer  
Dr. Frauke Schaefer  
Inselstraße 20, D-04103 Leipzig  
Tel.: ++49 341/30 10 620  
Fax: ++49 341/30 10 621  
info@media-schaefer.de  
www.media-schaefer.de  
**for**  
K. G. Saur Verlag  
Ein Imprint der WALTER DE GRUYTER GMBH & CO. KG  
Mies-van-der-Rohe-Straße 1, 80807 München