



moto pokkari

A SPECIAL JOURNAL ON MOTORCYCLES, MOPEDS, MICROCARS, AND ATVS

The journal is distributed as an insert in issues of Autopokkari throughout the country. Motopokkari enables reaching 170,000 potential customers very cost-efficiently. Approximately 88% of Autopokkari readers are men (KMT Lukija, autumn 2008 – spring 2009).

Mikko Hietamäki
Editor-in-chief

www.motopokkari.com

+ PUBLICATION AND THEMES

Issue	Material submission	Publication
1	29.1. MP 10 Exhibition issue	4.2.
2	9.4.	15.4.
3	11.6.	17.6.

3. annual volume

+ SIZES AND PRICES OF ADVERTISEMENTS

The sizes and prices of advertisements and the technical, editorial office, and materials data correspond with those of Autopokkari.



DISTRIBUTION AS AN INSERT IN AUTOPOKKARI

+ SIZES AND PRICES OF ADVERTISEMENTS ON THE WEB

Location	Pixels (W x H)
Large panel (1)	700 €/month
Front page	797 x 98
Test drives and technology	797 x 98
Business news	797 x 98
Events	797 x 98

Location	Pixels (W x H)
Large banner (2)	600 €/month
Front page	140 x 300
Test drives and technology	140 x 300
Business news	140 x 300
Events	140 x 300

Location	Pixels (W x H)
Small banner (3)	300 €/month
Front page	140 x 60
Test drives and technology	140 x 60
Business news	140 x 60
Events	140 x 60

Location	Pixels (W x H)
autokanta.com search (1)	800 €/month
Search page	797 x 98
List page	797 x 98
autokanta.com search (2)	700 €/month
Search page	140 x 300
List page	140 x 300
autokanta.com search (3)	400 €/month
Search page	140 x 60
List page	140 x 60

VAT will be added to all prices.

**WWW.BIOENERGIAUUTiset.FI
WWW.PIKAVUORO.COM
WWW.MOTOPOKKARI.COM**

Our Web-based media reach members of communities formed on the basis of both professional and recreational interest. Novelty products, technology, and revisions to legislation are of priority news value on our Web site. Our automated machinery search aids in finding equipment, whether for creating profit or fulfilling a recreational purpose.

The image displays three examples of website advertisements, each with a legend box on the right side. The legend boxes are numbered 1 through 3, corresponding to the ad components.

- Example 1 (Bioenergia Uutiset):**
 - 1: The main content area of the website.
 - 2: The top navigation bar.
 - 3: The search bar and filter options.
 - 3: The category menu.
- Example 2 (moto pokkari):**
 - 1: The main content area of the website.
 - 2: The top navigation bar.
 - 3: The search bar and filter options.
 - 3: The category menu.
- Example 3 (autokanta.com search):**
 - 1: The main content area of the website.
 - 2: The top navigation bar.
 - 3: The search bar and filter options.
 - 3: The category menu.
 - 3: The search results area.

+ E-MAIL

Autopokkari

toimitus@autopokkari.com

Bioenergia Uutiset

uutoimitus@urakointiuutiset.fi

Kevyt Kuljetuskalusto

kevyt.kuljetuskalusto@sl-mediat.fi

Konepörssi

koneporssi@koneporssi.com

Motopokkari

toimitus@autopokkari.com

Pikavuoro

pikavuoro@pikavuoro.com

Urakointi Uutiset

uutoimitus@urakointiuutiset.fi

+ ONLINE TRANSFER

FTF server: ftp.ippnet.fi

Usernames and passwords are issued by the office.

+ SENDING BY MAIL

Large quantities of material (over 40MB) on a CD-ROM by the material deadline.

Osoite: "Magazine" / SL-Mediat Oy
Takojuankatu 11
FI-33540 Tampere, Finland

+ PRE-PRINT AND COVERING LETTER

Always attach to the delivery your work instruction and sample ad layout (1:1). You can also send the sample ad layout by fax, to +358 (0)3 380 7701.

If you have any questions regarding the material requirements, please call +358 (0)3 380 7700.

INSTRUCTIONS FOR ELECTRONIC MATERIALS

The electronic materials delivered must be ready for printing and in accordance with the instructions presented here.

Software

- We accept FreeHand, Illustrator, QuarkXPress, EPS (Macintosh: fonts, photos, and logos attached), and Adobe Acrobat's high-resolution PDF documents (PDF version 1.4 at minimum). All fonts used in the advertisement must be included (embedded) in the PDF document.

- Word, Excel, and PowerPoint documents are not suitable for printing.

Fonts

- Adobe Font Folio 9 PostScript-type-1 typefaces. If you use any other typefaces, convert the text as paths in FreeHand and Illustrator documents, also within EPS graphics.

Photos and graphics

- As high-resolution CMYK pictures in EPS or TIFF format. Please see the resolution requirements in the journal-specific data.
- No JPEG packing in EPS formats.
- Photos taken with digital cameras in JPEG format.

Colors

- Color values are defined as process color (CMYK).
- Ask for detailed color profiles from the office.
- Index Color and Duotone formats are not acceptable.
- Convert spot color to process color.

Trimming edges

- Full-page advertisements require at least 4 mm trimming edge with corner marks for trimming color or photo surfaces to size.

Packing

StuffIt or BinHex software.