

# Bioenergia Uutiset

## LOCAL ENERGY FROM BIOENERGY

Bioenergia Uutiset, published twice a year, is distributed as an insert in Urakointi Uutiset in its distribution of approximately 70,000 issues.

Bioenergy employs small businesses in particular. The equipment acquired is adapted to the relevant operations, but, at the same time, sights are already on new and bigger markets. Bioenergia Uutiset offers a window for seeing what is going on in the bioenergy markets.

Bioenergia Uutiset focuses on doing, not on making speeches. The doers are the entrepreneurs who acquire equipment for hard use. Bioenergia Uutiset offers a possibility to provide professional equipment and services for true professionals.

Seppo Pentti  
Editor-in-chief

[www.bioenergiauutiset.fi](http://www.bioenergiauutiset.fi)



### + PUBLICATION AND THEMES

Issue	Material submission	Publication
1	16.2. Thinning and bioenergy	24.2.
2	31.8. Heat producers	8.9.

### + STANDARD SIZES AND ADVERTISEMENT PRICES

Size	mm (W x H)	Price
Cover	210 x 297	4.403
Back cover	255 x 363	3.760
Spread	2x 255 x 363	4.834
Full page	255 x 363	2.980
1/2 vertical	126 x 363	2.137
1/2 horizontal	255 x 180	2.137
1/3 vertical	83 x 363	1.488
1/3 horizontal	255 x 119	1.488
1/4 vertical	126 x 180	1.165
1/8 horizontal	126 x 88	590
1/16 vertical	40 x 130	338
1/16 horizontal	83 x 65	338
1/6 vertical	40 x 363	776
Corner (cover)	38 x 72	477

VAT will be added to all prices.

Advertisement sizes and the data concerning technical details, the editorial office, and materials correspond with those of Urakointi Uutiset.

**MEDIA 2010**



**DISTRIBUTION  
AS AN INSERT IN  
URAKOINTI  
UUTISSET**

**+ SIZES AND PRICES OF ADVERTISEMENTS ON THE WEB**

Location	Pixels (W x H)
<b>Large panel (1)</b>	<b>700 €/month</b>
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)
<b>Large banner (2)</b>	<b>600 €/month</b>
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)
<b>Small banner (3)</b>	<b>300 €/month</b>
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)
<b>autokanta.com search (1)</b>	<b>800 €/month</b>
Search page	797 x 98
List page	797 x 98
<b>autokanta.com search (2)</b>	<b>700 €/month</b>
Search page	140 x 300
List page	140 x 300
<b>autokanta.com search (3)</b>	<b>400 €/month</b>
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 shows three examples of website advertisements. Each example consists of a screenshot of a website with a legend on the right side. The legend has four green boxes numbered 1, 2, 3, and 3, corresponding to different ad placements on the website.   
 - The first example is for 'Bioenergia Uutiset'. Legend 1 is at the top, 2 is in the search bar area, and 3s are on the right side.   
 - The second example is for 'moto pokkari'. Legend 1 is at the top, 2 is in the search bar area, and 3s are on the right side.   
 - The third example is for 'autokanta.com search'. Legend 1 is at the top, 2 is in the search bar area, and 3s are on the right side.

## + 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

Username 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.