

EDITORIAL CONTENT

Coach and bus tests, technical innovations, maintenance for materials, practical files, materials, traffic and parking, equipment, attractions and touristical sites to visit.

READERSHIP PROFIL

- All the company managers of passenger transportation by coach and bus.
- Bus and coach drivers.

WAY OF DISTRIBUTION

Sale by subscription : 4 000 (tourism, urban, long-distance)
In complementary distribution : 19 000 (on the motorway network)

TOTAL DISTRIBUTION

23 000 per issue

EDITORIAL SCHEDULE 2008 (subject to change during the year)

N°	Dated	Publication	Material deadline	Editorial planning
86	February	15/02	01/02	File : Intercity coaches
87	March	15/03	29/02	File : Coaches and VIP development planning
88	April	16/04	02/04	File : Tires and services
89	May	15/05	02/05	File : Autobus and minibus - Training
90	June/July	30/06	16/06	Files : School buses - Mobility show report
91	Aug./Sept.	01/09	18/08	File : Minicoaches (including 9 seats bus)
92	October	15/10	01/10	File : Hanovre show report
93	November	15/11	31/10	File : Safety and equipment
94	Dec./Jan.	15/12	01/12	File : Tourism coaches and international tourism coaches

GENERAL TERMS & CONDITIONS OF SALE

Article 1. An advertising order subscription implies the acceptance of our terms of sale and payment.

Article 2. Advertising comes out under the full responsibility of the advertiser, as well as its agent if necessary. The editor can reject the publication of an insertion without any explanation.

Article 3. All the prices are indicated in Euros, exclusive of VAT. Increases for successive advertisements, special positions and 1st book will be charged 10 % extra, and the special shows issue will be charged 20 % extra. The prices stated as well as the terms of sale are changeable from a one-month notice on. The preferential positions can be modified according to the editorial contents of the magazines.

Article 4. A professional discount of 15 % will be granted to any advertising agency appointed by an advertiser after communication of the certificate of mandate to the editor which will be calculated on the price exclusive of VAT. If the order is carried out within the framework of a mandate, the SEJT will have imperatively to receive a certificate of mandate binding the advertiser and the agent before the execution of this mandate. In the absence of this document, the invoice will be addressed directly to the advertiser.

Article 5. The technical and postal charges for the inserts do not get any discount. The amount of these charges will be provided on estimate.

Article 6. Any advertising order cancellation will have to be communicated at least 8 weeks before the date of written publication and by registered letter with acknowledgment of receipt. Past this time, the advertiser will be forced to pay the amount of the publication.

Article 7. The invoicing will be established in the name of the advertiser, or of the agency appointed on his behalf. An invoice copy will be sent to the advertiser if this one is appointed. For each new advertiser, the payment of the 1st publication will be required during the ordering, the following payments will have to be made by cheque or transfer at 30 days end of month. In the event of a delay of payment, the execution of the orders can be suspended, penalties will then be invoiced and calculated at a rate equal to one and a half times the current legal interest rate.

Article 8. The reception of the technical material (CD, films or other) accompanied by a contractual proof, must be provided at least 3 weeks before the date of publication. All additional work (technical charges) will be charged. If the technical material is not provided, the elements of the preceding advertisement will be used. The SEJT declines any responsibility for the quality of films' print. The advertising orders and a possible final corrected proof will have to be returned to us signed by telefax. Unless contrary written instruction is received, the technical material will be destroyed one year after the last publication.

Article 9. Any complaint will be taken into account if submitted within 8 days after the publication. Past this time, the editor will be released from any responsibility.

Article 10. The publication date of the magazines will be communicated for your information. Any publication delay will not incur the responsibility of the editor. The same applies to any insertion postponed to a later issue.

Article 11. Any complaint or dispute will only be arbitrated by the Commercial court of Nanterre.

Effective from January 1st 2008 - Prices in Euros, exclusive of VAT

FORMAT	W x H in mm	POSITION	BLACK	2 COLOURS	4 COLOURS
DOUBLE PAGE	Full size 420 x 297 Trim size 396 x 255	Gatefold on 1 st cover	-	-	11 766
		Opening / Central / 1 st dble p	7 581	9 060	9 900
		Font of book	6 897	8 247	9 005
		Without preferred position	6 269	7 497	8 186
COVER	F.S. 210 x 297 or T.S. 190 x 270	4 th cover (inside back cover)	-	-	5 883
		2 nd cover (inside front cover)	-	-	5 631
		3 rd cover (outside back cover)	-	-	5 379
COVERWRAP	F.S. 105 x 297	1/2 top cover (on both sides)	-	-	7 144
EARS	75 x 75 per side	On 1 st cover (outside front cover)	-	-	2 143
PAGE	F.S. 210 x 297 or T.S. 190 x 270	1 st righthand page	4 252	5 110	5 547
		Righthand page in 1 st gathering	3 865	4 638	5 044
		Righthand page	3 513	4 216	4 585
		Without preferred position	3 194	3 832	4 168
2/3 PAGE	Portrait 139 x 270 Square 190 x 200	Without preferred position	2 337	2 791	3 261
1/2 PAGE	Portrait 93 x 270 Landsc. 190 x 135	Without preferred position	1 800	2 168	2 556
1/3 PAGE	Portrait 58 x 270 Landsc. 190 x 90	Without preferred position	1 143	1 380	1 614
1/4 PAGE	Portrait 93 x 135 Landsc. 190 x 65 Column 47 x 270	Without preferred position	925	1 093	1 447
1/8 PAGE	Square 93 x 65 Strip 190 x 35	Without preferred position	455	572	672

STITCHED INSERTS (insert cost in the magazine)

On both sides : ...	3 144	Loose or Glued insert :	
4 pages :	4 706	consult us.	
6 pages :	6 286	Technical and postal charges :	
8 pages :	7 850	in charge of the advertiser.	

ADVERTORIALS

Including covering charges (except writer travelling expenses).

Format	Black	4 colours
1 page :	4 136	5 043
2 pages :	6 388	8 331
3 pages and + :	consult us	consult us

DISCOUNTS applicable in succession

The degressifs do not apply to the technical and postal charges.

Volume discount : apply for grouped publications from January to December 2008 :

2 to 3 insertions	- 2 %
4 to 5 insertions	- 5 %
6 to 7 insertions	- 8 %
8 to 9 insertions	- 12 %
10 insertions and +	- 15 %

Fidelity discount : - 5 %, apply to the advertisers present in 2007.

Agency commission : - 15 %, granted to agencies appointed by the advertiser. It is applied to the price exclusive of VAT (enclosed price list less the degressifs indicated above).

INCREASES applicable in succession

Righthand page	: + 10 %	Successive advertisements	: + 10 %
Front of book	: + 10 %	Special Show issue	: + 20 %

ADVERTS for SECONDHAND VEHICLE SALE

1 page	: 2 400	1/4 page	: 800
1/2 page	: 1 280	1/8 page	: 400

TECHNICAL SPECIFICATIONS

- **Material required + contractual proof + advertising order to deliver to the magazine 3 weeks before the publication date :**
 - Digital files on CD or ZIP, in PC version (accepted after agreement of the magazine) :
 - PDF files (nonseparate) or TIFF, EPS, JPG image,
 - in high-resolution : 300 DPI to 100 %,
 - provide polices PostScript in PC format,
 - programmes used for advertising : Illustrator 9 - Photoshop 5.5 - Indesign 1.5.2 - Acrobat Reader 5.
- **Any advertisement on a light background** : has to be bordered by a thin line.
- **5 mm of abundance around ad is necessary** : for full size.
- **Technical material for inserts** (formats, number of issues, dates and delivery address) : consult us.
- **Delivery of the advertising element if the advertisement is designed by our support service** (text, logos, illustrations, photos...) : 6 weeks before the publication date.
- **All technical charges (films, photogravure, typing...)** are in charge of the advertiser.
- **For the three colours advertisement** : the enclosed price list for four colours will be applied.
- **Cancellation date of orders** : 8 weeks before the publication date.

ADVERTISING DEPARTMENT	Direct line	Courriel	Fax + Internet addresses
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