

# RETKIOPAS

## MEDIA INFORMATION

» **SPRING 2020**  
**THEME** creativity & innovations



Retkiopas Magazine spring 2020 for teachers is an impressive, high-quality guide to help teachers plan school outings. The spring 2020 guide focusses on school field trips.

The teacher guidebook is clearly organised, with comprehensive contents. The guide will be sent by post together with the Opettaja Magazine to all early childhood education, basic education and general upper secondary school teachers.

Retkiopas Magazine is published twice a year, at the end of August and at the beginning of February. The magazines feature interesting destinations throughout Finland, take a look at school field trip and school camp destinations around the country, and even at some camps or trips abroad. The spring guide contains 132 pages. The spring guide's contents are arranged by region.

The next Retkiopas Magazine is published the 14th February. 59,000 copies will be printed.

### Advertisement prices

Size	B/W	2-color *	4-color
2/1 page	4 185 €	4 730 €	7 010 €
1/1 page	2 440 €	2 950 €	4 120 €
1/2 page	1 530 €	1 985 €	2 770 €
1/4 page	960 €	1 165 €	1 650 €
1/8 page	510 €	645 €	900 €

Special placement 10%.

Advertisement prices in euros, VAT 0%.

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\* b/w + one extra colour

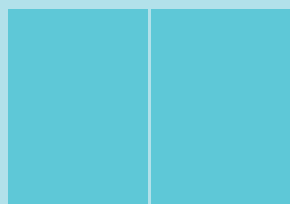
Supplement prices are calculated separately. Request an offer!

**Early Bird  
discount:  
7 % from normal  
prices available  
until 30 September  
2019.**

### Publication schedule

Retkiopas	Date	Reservations	Material	Digital material	Inserts
Spring 2020	14.2.2020	13.12.2019	20.1.2020	22.1.2020	4.2.2020

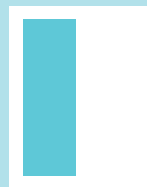
## Ad sizes



2/1 page: 420 x 280 mm



1/1 page: 210 x 280 mm



1/2 page: 80 x 237 mm



1/2 page: 166 x 115 mm



1/4 page: 80 x 115 mm



1/4 page: 166 x 54 mm



1/8 page: 80 x 54 mm

## Technical information

<b>Printing method:</b>	offset
<b>Paper:</b>	Novapress silk 65 g
<b>Size:</b>	210 x 280 mm
<b>Bleed:</b>	3 mm
<b>Columns:</b>	4
<b>Column size:</b>	37 mm
<b>Binding:</b>	in paper covers

### Place of printing:

Forssa Print,  
Helsingintie 22 /  
Lastauslaituri  
30300 FORSSA

### Customer Service:

Sari Lehto, Forssa Print  
tel. +358 (0)50 3273 226

## Material info

### File formats

- PDF format, colours in CMYK format  
all fonts included
- Photos JPG, colours in CMYK format.
- EPS format, colours in CMYK format, text  
always as graphics.
- Image resolution at least 250 dpi in all  
files.

### Material submission

1. By E-mail:  
· Ads in text: [teksti.ilmoitukset@oaj.fi](mailto:teksti.ilmoitukset@oaj.fi)

- Classifieds: [luokitellut@oaj.fi](mailto:luokitellut@oaj.fi)
- 2. Through the service centre operating  
in conjunction with the Finnish Periodical  
Publishers' Association

**The following information must be sent with the material:** The issue in which the add is to be published and the sender's contact information.

### Possible inquiries on material submissions may be referred to:

Pelle Huuhtanen, Aste Helsinki Oy  
tel. +358 (0)40 482 0586

## Contact

### Advertisement sales

Opemedia  
P.O. Box 28, Eskolantie 1 A, 00721  
Helsinki  
Tel. +358 (0)44 750 5350  
[opettaja@opemedia.fi](mailto:opettaja@opemedia.fi) / [opemedia.fi](http://opemedia.fi)

### The publisher

Opetusalan Ammattijärjestö OAJ ry  
- Trade Union of Education in Finland  
P.O.Box 20, 00521 Helsinki  
Visiting address: Kellosilta 7  
Tel. +358 (0)20 748 9600  
[opettaja@oaj.fi](mailto:opettaja@oaj.fi) / [opettaja.fi](http://opettaja.fi)

Editor-in-Chief Minna Ängeslevä  
Producer Eeva Myyrä

## Discounts

Opettaja Magazine grants a special premium to approved advertising and media agencies as well as to its direct clients, the amount of which is, at maximum, 15% of the advertisement price. In addition, the advertiser has the right to possible magazine-linked campaign and package discounts in accordance with the campaign terms, as well as a year-long contract-based reduction based on net price purchase volume. Year-long contracts are always made in writing.

## Reservation, confirmation and cancellations

Both parties shall be bound by the space reservation once Opettaja Magazine has sent the reservation confirmation in writing or by email. The validity of the reservation does not require the return of the above-mentioned confirmation or the submission of a separate confirmation. Any cancellations of advertisements must be made in writing or by email by the specified reservation deadline. Any cancellations of banners must be made 14 days before the agreed publication date. In the case of late cancellations, 50% of the original price will be charged.

## Changes to advertisement prices

Any additional costs arising from laws, regulations or measures by the authorities shall be added to the listed prices as of the effective date of such provisions. The increases shall also be applied to existing space reservations. The prices are valid until further notice. We will attempt to notify any adjustments to the prices one month before the change takes effect.

## Terms of payment

14 days net. Interest on arrears 9,5 %.  
Invoice remark time 8 days. Advertisers based outside Finland will be issued an invoice at the time of booking, and it will payable 7 days before the submission date for the material specified in the publication schedule.

## Payments

Opetusalan Ammattijärjestö OAJ ry  
- Trade Union of Education in Finland  
Danske Bank FI73 8000 1000 0510 20

## Liability of the publication

The liability of the publication for errors and omissions shall only apply to direct damages and is limited to the price of the advertisement. The publication is not responsible for unreserved materials. The advertiser is responsible for ensuring that the advertisement inserts comply with the Finnish Postal Service's General Terms of Delivery for magazines.

## Complaints

In writing within 14 days after the publication date.

## Other conditions

The sale of advertising space in the supplements to third parties is forbidden.