

# ADVERTISING RATES 2024

## META

magazine for library & archive

### The magazine

META is a trade magazine for information professionals. META brings you news and in-depth articles for and about the library, archive and documentation sector and informs you about the activities of the Flemish Association for Library, Archive and Documentation (VVBAD).

### Range

META is aimed at the information sector: librarians, archivists, information specialists, policy makers, students ...

- META is published 8 times a year:  
February, March, May, June, September, October, November & December
- Print circulation: 1,300 copies

### Possibilities

- A4 advertisement inside cover
- A4 advertisement back cover
- A4 advertisement inside page
- A5 advertisement inside page
- 2x A4 advertorials (with or without layout)
- Supplement: The maximum size of the package insert is A4, up to 50 grams. Contact us for attachments over 50 grams.

### Deadlines

N.	appears in	deadline
1	February	8/1
2	March	5/2
3	May	2/4
4	June	6/5
5	September	5/8
6	October	2/9
7	November	7/10
8	December	4/11

### Prices

Advertisement	single	year
Inside cover	945	5,670
Back cover	995	5,935
A4 inside page	660	3,940
A5 inside page	460	2,730
Advertorial*	1,315	
Advertorial* + layout	1,525	
Supplement	1,000	

\*(2x A4)

### Technical specifications of advertisements and advertorials

- (Certified) PDF file
- A4: 210 x 297 mm (+ 5mm border all round)
- A5: 210 x 147 mm (+ 5mm border left, right and bottom)
- Full colour - CMYK - 300 dpi - cut-off marks
- Printing: offset, full colour



## CONTACT

Birgit Grootjans:  
+32 3 281 44 57  
birgit.grootjans@vbad.be

## CUSTOMISED PROPOSAL

Please let us know how we can help you. Would you like a customised proposal? Or are you considering an advertorial (online or in META)?

## COMPANY MEMBERSHIP

For 609 euros (656 euros with an address abroad) your company is a member of the VVBAD.

You will receive META, magazine for library & archive, eight times a year at your registered office. Your employees enjoy all member benefits and your company logo is included in our fortnightly newsletter.

## ONLINE ADVERTISEMENTS

Your news item on our website and in our newsletter? Your photo or logo and text of max. 250 words will appear for 14 days as a news item on our homepage vbad.be and once in our newsletter.

Per message: 305

Your banner will appear on the homepage of our website and your logo on every page in the footer.

For a year: 1,260



All rates are in euro (excl. VAT) and valid for 2024.