

INTERIØR& MØBLER 2020 ANNIVERSARY EDITION NIL 75 YEARS | 1945–2020

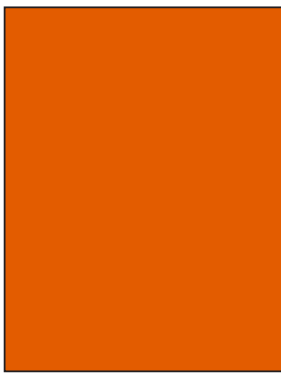
INFORMATION FOR
ADVERTISERS

Publisher: Orfeus publishing
Published: May 2020
Edition: 3000 copies
Format: 23 x 29,7 cm

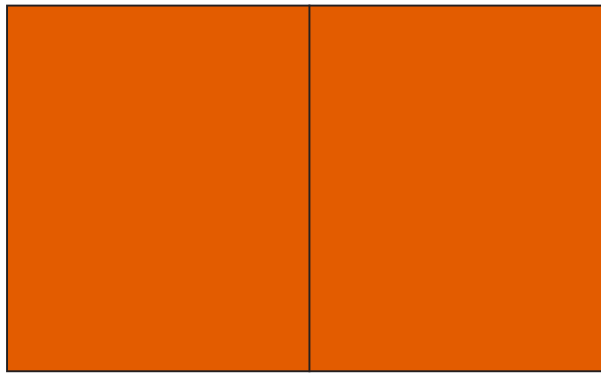
NIL's yearbook, INTERIØR&MØBLER 2020, is published by the Norwegian Organization of Interior Architects and Furniture Designers. About 60 of the best interior and furniture projects the industry can boast, created by NIL's members the previous year, will be presented. As an addition to the printed book, all advertisers are listed on nil.no

NIL's yearbook is an effective channel for those who make decisions regarding interior architecture. By advertising in the yearbook, you are guaranteed to reach all the interior architects and furniture designers in NIL. You also reach governmental and private contractors, municipalities and counties, government agencies, real estate agents, entrepreneurs, all Norwegian embassies abroad, libraries, educational institutions and mass media – in other words, the entire building industry in Norway.

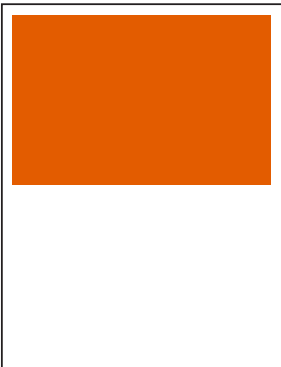




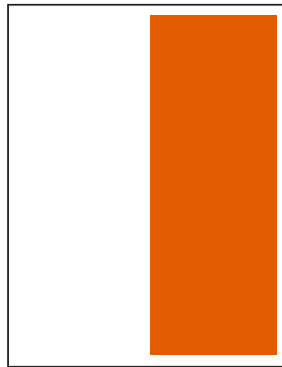
FULL PAGE
23 x 29,7 cm + 3 mm bleed



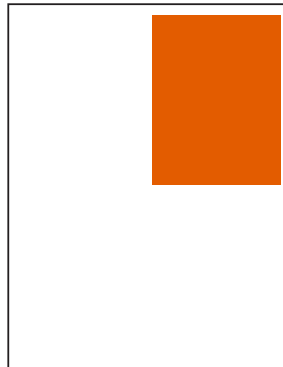
2/1 PAGE (SPREAD)**
46 x 29,7 cm + 3 mm bleed



1/2 PAGE
Horizontal format
19,5 x 13 cm



1/2 PAGE
Vertical format
9,5 x 26,6 cm



1/4 PAGE
Vertical format only
9,5 x 13 cm

Special page* A (1/1)

The first pages of the book after the cover and the title page: p. 4, 5, 6, 7, 8, 9
Kr 52 000

Special page* B (1/1)

The last two advertisement pages of the book, and the page to the right of the advertisement index
NOK 44 000

Special page* C (1/1)

The two last pages before special page B
NOK 39 000

1/1 side right

NOK 36 000

1/1 side left

NOK 32 500

2/1 page (spread)**

NOK 60 500

1/2 page

NOK 18 500

1/4 page

NOK 10 800

REQUIREMENTS FOR MATERIAL

Material must be submitted ready to print, in the form of a high-resolution PDF in CMYK colour space.

Full page advertisements must have crop marks and 3 mm bleed.

Half and quarter-page advertisements do not need crop marks or bleed. We recommend crop marks if your advertisement has a thin line around it.

Images

Resolution images: 300 ppi
CMYK-colour profile: PSO Coated v3 (FOGRA51)

NIL does not proof-read or colour-check advertisements before printing. NIL does not refund complaints regarding advertisements with problems caused by faulty material.

Questions regarding technical requirements should be addressed to Steffen K. Ludvigsen, please find contact information below.

DELIVERY DUE DATE

Print-ready material should be delivered by Thursday, 2 April 2020.

Delivery

Your print-ready PDF-file should be sent by e-mail to Steffen K. Ludvigsen, salgsleder@nil.no.

Material over 15 MB should not be sent directly by e-mail, but can be sent with a file transfer system of your choice, for example the free service Hightail or Wettransfer, or your own FTP system.

ORDER CONFIRMATION AND INVOICE

A written order confirmation will be sent via e-mail when an order is placed. Advertisers must upon receipt read through the confirmation and notify if any changes.

Payment

Pr. 14 days net. Invoice will be issued from NIL in April 2020 by e-mail. Transaction costs are paid by the advertiser.

THE YEARBOOK

All advertisers receive one copy of the book. Contact your sales person for additional copies. The price for each additional copy is 250 NOK (included shipping).

NEED ASSISTANCE WITH DESIGNING YOUR ADVERTISEMENT?

Graphic designer Steffen K. Ludvigsen may be contacted if you are in need of help to design your advertisement, or adjust existing material. This is done via Ludvigsen's company, separately from NIL. Ludvigsen's hourly fee is EUR 90. Please find his contact information above.

*Special pages are only sold as full page format. These pages have an important placement in the yearbook and NIL reserves the right to quality-check the design of these advertisements, and give suggestions to improvements to ensure a high visual and technical standard. Changes will be made in dialogue with the advertiser, who must approve the final result.

**Price for regular pages only (non-special pages).