

Lale Magazine Advertising Price List

Lale Magazine is a bi-monthly publication that is a valuable resource for the international community living in and around Istanbul. It covers a range of topics from business networking, social responsibility and local-community programmes, to the arts, culture, food, health, travel, style, and more! There are several options to advertise within the Istanbul area and the extended network.

LALE Magazine Advertising per Issue

	<u>1 Issue (per issue)</u>	<u>4 Issues (per issue)</u>	<u>6 Issues (per issue)</u>
Outside Back Cover	5.000TL	4.700TL	4500TL
Inside Front/Back Cover	4.100TL	3900TL	3700TL
Color Full Page	3500TL	3200TL	3000TL
Color Half Page	2600TL	2400TL	2200TL
Color Quarter Page	1600TL	1400TL	1200TL
Advertorial (1 page)	2700TL	2500TL	2300TL
Advertorial (2 pages)	4000TL	3800TL	3600TL
Directory Page Ad¹	400TL	350TL	275TL

1. Directory page ad is the size of a business card (85 × 55 mm or 321 × 207 pixels)

Social Media & Digital Advertising

Social Media is an effective way to broadcast to the international network and extended community about products, services and events of interest

	<u>Monthly</u>	<u>Bi-Weekly</u>	<u>Weekly</u>
Website Homepage Banner Ad	2000TL	1100TL	650TL

Facebook **per Post**
80TL

Classified Advertising*

Classified advertising is for personal/private ads only.

	<u>1 Issue (per issue)</u>	<u>4 Issues (per issue)</u>	<u>6 Issues (per issue)</u>
Classified Ad	350TL	300TL	275TL

*Classified ads are for private ads only
50 words maximum, text only



Lale Magazine Advertising Order Form

Tax Office: Zincirlikuyu V.D.

Tax ID: 4810421407

Adress: Esentepe Mah.Ecza Sok.Pol Center No:4/1 Şişli/İstanbul Authorized

Person (Yetkili):

0 ()

advertising@iwi-tr.org

From (Gönderen):

Company (Sirket
Unvani):

Authorized Person (Yetkili):

Telephone (Telefon) 0 ()
No:

Vergi Dairesi:

Email (eposta):

Vergi Numarası:

LALE Magazine Advertising

<u>No. of Issues</u>	<u>Issue(s) Dates</u>	<u>Location of Advertisement</u>	<u>Unit Cost</u>	<u>Total</u>
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Social Media & Digital Advertising

<u>No. of Posts</u>	<u>Posting Time</u>	<u>Type of Advertisement</u>	<u>Unit Cost</u>	<u>Total</u>
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Classified Advertising

<u>No. of Ads</u>	<u>Issue(s) Dates</u>	<u>Type of Advertisement</u>	<u>Unit Cost</u>	<u>Total</u>
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Subtotal (Ara Toplam):

18% VAT (%18 KDV):

Total (Toplam):

Disclaimer (Açıklama):

Firmam tarafından sipariş vermeye yetkili kılınarak, işbu form ile yukarıda belirtilen ödemeleri IWI ile firmam arasındaki bilgilendirme yazısında belirtilen hükümler uyarınca, belirtilen ödeme şartı ile ilan verdiğimi kabul ve beyan ederim.

Name (Ad, Soyad)/Signature (İmza+Kaşe)

Date (Tarih)

Lale Dergi (Insert official name)

Note (Not): Lale magazine reserves the right to refuse any advertising contract or to terminate at any time an advertising contract that doesn't conform to the objectives and policies of the organisation. Prices valid until June 2019

