

# ADVERTISING PRICES

2014



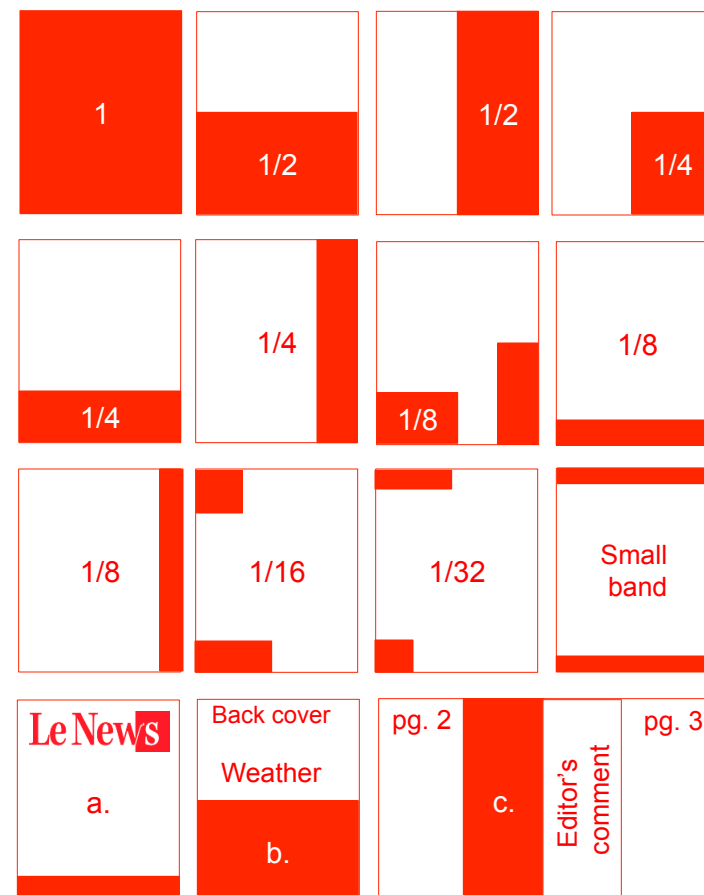
# Print advertising prices 2014

Standard print placement display advertisements		
1/1 page	210 x 290	4,500
1/2 page	210 x 143; 103 x 290	2,500
1/4 page	103 x 143; 210 x 69.5; 49.5 x 290	1,450
1/8 page	210 x 32.75; 103 x 69.5; 49.5 x 143; 22.75 x 290	800
Petit bandeau	210 x 20	510
1/16 page	49.5 x 69.5; 103 x 32.75	420
1/32 page	49.5 x 32.75; 103 x 14.5	250

Special print placements and format display advertisements		
a. 1/8 page on the cover	210 x 32.75	1,200
b. 1/2 page on the back cover	210 x 143	3,250
c. 1/2 page Editor's comment	103 x 290	2,850

Local advertisements (placed after classified advertisements)		
1/4 page	103 x 143; 210 x 69.5; 49.5 x 290	725
1/8 page	210 x 32.75; 103 x 69.5; 49.5 x 143; 22.75 x 290	400
1/16 page	49.5 x 69.5; 103 x 32.75	210
1/32 page	49.5 x 32.75; 103 x 14.5	125

Advertising in colour is free.



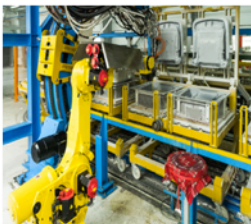
# Digital advertising prices 2014

Digital advertisements	Size W x H	Per week
a. Banner - top of main page	728px x 90px	95
b. Box - right hand side of page	300px x 250px	50
c. Banner - below articles	740px x 200px	25
d. Special placement		30
e. Newsletter	600px x 250px	200

**Will a robot replace you?**  
MAY 8, 2014 BY ADMIN — 2 COMMENTS

GENEVA As the recent Inventions Fair in Geneva showed, the brave new world of robotic technology continues to astound with developments only previously imagined in science fiction.

Robots can already run assembly lines, fly aircraft, control cranes, herd and feed farm animals, serve as waiters and cooks and even help with surgery. While this may be a welcome development for some, others worry about whether their jobs will be replaced in the not-so-distant future.




The subject was discussed earlier this year at a meeting in Geneva organized by the Lift Conference, which connects experts exploring the social impact of new technologies. Professor Andrew McAfee of the Center for Digital Business at MIT in the United States told participants that, according to Oxford University's *The Future of Employment* report, 47% of total American employment was in the "high risk" category of becoming automated.

According to the 2013 report, the jobs most at risk will be in low-skilled categories such as transportation, logistics, administrative and service sector jobs, where most US job growth has been. The good news is that those with higher degrees and specialized skills are unlikely to find R2-D2 sitting at their desks. The key ingredient for keeping your job in the new robotic age, according to experts, is creative intelligence rather than rote intelligence, such as the careful manual dexterity of a brain surgeon or watchmaker, the social intelligence of a top-level business or diplomatic negotiator, or the emotional skills of health workers and therapists.

Roland Siegwart, a professor of robotics at Zurich's prestigious Institute of Technology (ETH), sees robots increasingly replacing repetitive, dangerous or heavy-labour jobs in mining, construction or farming. He believes people should not be unduly concerned.

**b.** ADVERTISING


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**a.**



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**c.**

FILED UNDER: 08 MAY, INSIGHT, NATIONAL, TECHNOLOGY — 2 COMMENTS



Der neue Polo. Eine Klasse innovativer.

Comments

# Discounts 2014

## Discounts based on size of contract

### From CHF

7,000	7%
9,000	9%
10,000	10%
20,000	11%
30,000	12%
40,000	13%
50,000	14%
60,000	15%
75,000	16%
100,000	17%
125,000	18%
150,000	19%
175,000	20%
200,000	22%
230,000	25%

## Repetition discounts

3 x	5%
6 x	10%
13 x	15%
26 x	18%
48 x	20%

*A discount of 2% is offered to advertisers who settle their invoices in full within 20 days of the publication of their advertisement.*

# Inserts 2014

## *Inserts carried in Le News*

Total print run of 25,000 copies.  
CHF 150 – per thousand (+ VAT) up to 20g\*.

## *Specifications*

Minimum size 10.5 x 15.0 cm  
Maximum size 23.5 x 31.5 cm

Folded along the longest side, no loose pages inside,  
no cards glued to the outside.

Physical samples of inserts must be submitted to our  
technical department for approval at least two weeks  
before production.

Inserts need to conform to certain technical  
specifications. Once approved by Le News, changes  
(weight, paper type etc.) cannot be made without the  
express written agreement of Le News.

## *Delivery address*

CIL Centre d'impression Lausanne SA  
Ch. de Mochettaz 8, 1030 Bussigny.  
Tel: 021 349 57 57 – Fax: 021 349 57 39

## *Delivery deadlines*

Minimum of 4 working days before publication.  
Maximum of 7 working days before publication.

Delivery times: 08.00 – 11.45; 13.00 – 17.00

## *Volume discounts*

Contracts for inserts may be included when  
calculating volume discounts.

## *Translation service*

Available on request.

*\* For inserts weighing more than 20g: please contact us for rates and further information.*

# Combi deals 2014

Le News offers the possibility to advertise in combination with two local French language newspapers in return for a 10% discount. For 43 years GHI has been *the* free weekly newspaper for French-speaking Geneva residents, distributing 265,000 copies via bins and letterboxes every week. Its Lausanne counterpart, Lausanne Cités (LC) is a free weekly newspaper focussed on the greater Lausanne region with a distribution of 186,000 copies.

Combi - Le News + GHI + LC	CHF
1/1 page	30,899
1/2 page	15,674
1/4 page	8,017
1/8 page	4,076

Combi - Le News + GHI	CHF
1/1 page	18,544
1/2 page	9,497
1/4 page	4,928
1/8 page	2,532

Combi - Le News + LC	CHF
1/1 page	16,405
1/2 page	8,428
1/4 page	4,394
1/8 page	2,264

*Delivery of advertising materials*

*In the event that an advertisement is to appear the same week in GHI/LC, the materials should be delivered to Le News the week before by Monday at 18.00.*

# Translation services

## *Advertise in English and reach more customers*

English-speakers are especially attracted to businesses that offer them products and services in English. Most English-speaking foreigners in the region are uncomfortable reading French. So why not advertise to them in English?

## *Le News translation services*

Le News will arrange for your adverts to be translated into English 72 hours before publication. We use only accredited mother tongue English translators. Our rates are based on the length of the text to be translated: CHF 3.60 per 50 characters (approximately 10 words). For texts of over 200 words, an hourly rate of CHF 80 per hour applies.

## *Last minute*

Less than 72 hours before publication, the cost is CHF 4.80 for 50 characters (approximately 10 words). For texts over 200 words, an hourly rate of CHF 120 applies.

# Submission deadlines and information

## Advertisements

Friday before publication at 12.00. If material is complete and ready to print the deadline can be extended to Tuesday 18:00 before publication.

## Classifieds

Tuesday before publication at 12.00.

## File formats

- PDF preferred format (high resolution graphics, including fonts, CMJN)
- Illustrator: format EPS with vectorised fonts
- Photoshop: TIFF CMJN
- Resolution: 300 dpi minimum
- Classified photos: JPG - resolution 300 dpi minimum

# Contact us

For further information, please do not hesitate to contact: [advertising@lenews.ch](mailto:advertising@lenews.ch)

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