



German American
Chambers of Commerce
Deutsch-Amerikanische
Handelskammern

United States-German Economic Yearbook *Edition 2009*

Published by:

German American Chamber of Commerce, Inc.

75 Broad Street, 21st Floor, New York, NY 10004 Tel.: (212) 956-1770 Fax: (212) 974-8867

PUBLICATION PROFILE:

The *United States-German Economic Yearbook* is firmly established and widely recognized for presenting, reviewing and promoting the two-way economic relationship between the U.S. and Germany.

Articles are written by outstanding authorities on selected topics and leading businessmen and experts in economics, taxes and direct investments.

Three additional elements make up the book:

- Statistical information on U.S./German economic and financial conditions and trade.
- Company profiles, submitted by the advertisers.
- Advertisements of companies and organizations involved in the international U.S./German business scene.

DISTRIBUTION:

The *Yearbook* is read by top-level management in the German-American business community on both sides of the Atlantic and by executives from a broad spectrum of multi-national corporations and banks as well as by leading government officials.

The Yearbooks are distributed directly these individuals in the U.S. and Germany by the Chamber of Commerce.

CLOSING DATES:

Space reservations: August 8th, 2009
Advertising Copy: August 15th, 2009

PUBLISHING DATE:

September 2008



ADVERTISING RATES

4 COLOR ADVERTISING RATES

1/1 page	US \$ 4,600	Outside Back Cover	US \$ 8,200 (incl. 4 c)
Spread, 2 pages	US \$ 7,100	Inside Covers	US \$ 6,600 (incl. 4 c)
1/2 page	US \$ 3,000		
1/3 page	US \$ 2,800		
1/4 page	US \$ 2,500		

- Additional color (publisher's red or blue): US \$ 500 per color. Special PMS color: US \$ 1,000.
- Preferred Position, full page, among first 30 pages or page facing back cover: US \$ 400 additional charge.

PRINTING MATERIAL

Please email your high-resolution file to nmichels@gaccny.com or send a CD-ROM with Press Ready PDF files. PDF file must include high-resolution images (minimum of 300 dpi) and file must have all fonts embedded. Also include a hardcopy printout or fax of your advertisement.



MECHANICAL REQUIREMENTS

Standard Ad Sizes:

Printing:	Off set	Unit	Width	x	Height	Width	x	Height
Binding:	Saddle Stitch							
Trim Size:	8 1/8"x 10 7/8"	1 page	7"	x	10 1/8"	178	x	256 mm
	206 mm x 276 mm	2 page spread	15 3/4"	x	10 1/8"	360	x	256 mm
Bleed size:	add 1/2" or 12 mm	1/2 page (horizontal)	6 7/8"	x	4 3/4"	175	x	120 mm
	to trim size (minimum)	1/4 page (horizontal)	6 7/8"	x	2 5/16"	175	x	59 mm
		2/3 page	4 1/2"	x	9 9/16"	115	x	242 mm
		1/3 page (vertical)	2 1/8"	x	9 9/16"	55	x	242 mm
		1/3 page (square)	4 1/2"	x	4 3/4"	115	x	120 mm
		1/3 page (horizontal)	6 7/8"	x	3 1/2"	175	x	120 mm

CONDITIONS AND TERMS

The publisher reserves the right to increase advertising rates any time upon notice in writing, and all contracts are accepted subject to this reservation.

The advertiser reserves the right to cancel contract without short rate at any date upon which higher rates are made effective by the publisher.

The advertiser agrees that the publisher shall not be liable for damages arising out of errors in advertisements beyond the amount paid for space actually occupied by that portion of the advertisement in which the error occurred, whether the error is due to the negligence of its servants or otherwise and there shall be no liability for non-insertion of any advertisement.

The publisher reserves option to insert above or below any copy the word "Advertisement".

The publisher is not responsible for advertising material unless return delivery instructions are received within ninety days after use.

The publisher will accept responsibility for reproduction of advertisements from progressive proofs only and **not** from color keys.

Responsibility for an error or imperfection inadvertently incurred by the publisher, will be accepted for the first insertion only of the intended advertisement

Advertisers and/or advertising agencies assume full responsibility for all content of advertisements and any claims made against the publisher because of such content.

The publisher reserves the right to refuse any or all copy deemed by the publisher to be unsuitable.

To qualify for any volume discount, a contract must accompany the first insertion of the relevant schedule.

Contracts apply to volume discounts only.

The publisher is not bound by any conditions or contracts which conflict with the terms of this rate card.

The publisher reserves the right to void any contract if the first insertion is not placed within one month of receipt of contract.

Contracts must be completed within 12 months of date of contract.

The publisher reserves the right to refuse any contract deemed unacceptable.

All advertisers will uniformly graduate to any new rate card upon effective date.

The publisher shall be entitled to payment as herein provided, upon having completed the printing and advertising and having taken reasonable steps to ensure that the publication will be distributed.

The publisher reserves the right to hold the advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.

As used in this section, the term "publisher" shall refer to **German American Chamber of Commerce, Inc.**

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