

GameStar - RATES 2012

Format	Type size	Bleed size	Full colour
	(mm)	(mm)	(USD)
Cover IV	200x271	235 x 307	2,500
Cover II	200x271	235 x 307	2,200
Cover III	200x271	235 x 307	2,100
1/1	200x271	235 x 307	1,950
1/2 vertical	98 x 247	116 x 307	1,150
1/2 horizontal	200x 120	235 x 145	1,150
1/3 horizontal	200 x 80	235 x 105	900
1/4 vertical	98 x 120	-	700
1/4 column	-	65 x 307	700
1/4 horizontal	200 x 58	235 x 83	700
1/6 horizontal	98x80	-	500
1/8 horizontal	98x58	-	400
Banner	-	235 x 35	550

INSERT	Loose insert		Bound-in insert
	(USD/cps)	(USD/cps)	(USD/cps)
Upto 50g	0.14	0.15	0.18
Upto 100g	0.16	0.17	0.19

GameStar - SCHEDULE 2012

Issue	On-sale date	Ordering deadline	Copy deadline	Insertion deadline
1	January 20.	January 3.	January 6.	January 12.
2	February 17.	January 31.	February 3.	February 9.
3	March 14.	February 25.	February 28.	March 6.
4	April 20.	April 3.	April 6.	April 12.
5	May 18.	May 2.	May 4.	May 10.
6	June 15.	May 29.	June 1.	June 7.
7	July 20.	July 3.	July 6.	July 12.
8	August 17.	July 31.	August 3.	August 9.
9	September 21.	September 4.	September 7.	September 13.
10	October 19.	October 2.	October 5.	October 11.
11	November 16.	October 30.	November 2.	November 8.
12	December 21.	December 4.	December 7.	December 13.