

MEDIA KIT 2018



AN INTRODUCTION TO OCL OILSEEDS & FATS CROPS AND LIPIDS

OCL is a peer reviewed journal available in open access. This bimestrial publication is a joint publication of several French institutions: Cetiom (French technical centre for oilseed crops and industrial hemp), Cirad (French agricultural research organization working for development), FNCG (French federation of oils and fats industry), Iterg (French oils and fats association), Onidol (French national inter-industry oilseeds organisation), SFEL (French Society for the study of lipids). This journal, devoted to fats and lipids, provides an approach encompassing the whole sector through articles about agronomy, plant biology, biochemistry, analytical chemistry, lipid chemistry, and transversal research themes such as health/quality/food safety, nutrition, environment and sustainable development, innovation and industrial process or economy and social development.

OCL publishes:

1. a thematic folder in each issue, including research papers and reviews
2. research papers and reviews not related to the thematic folder.

OCL also informs its readers on news, proceedings of conferences and symposia, etc. In particular, OCL publishes every year the conference proceedings of "Les Journées Chevreul" of SFEL and of the annual conference of GLN (Groupe lipides et nutrition / Lipid and Nutrition Group) and the Chevreul Medal conference.



AUDIENCE

- Industrials
- Agronomists
- Researchers
- Teachers
- Students

KEY INFORMATION

6 issues per year
400 distributed copies per issue



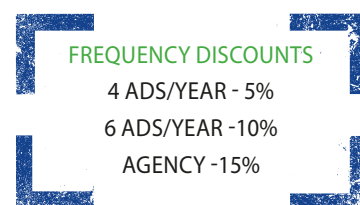
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ADVERTISING RATES

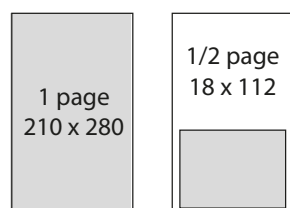
TRADITIONAL ADVERT

Type	Sizes (x x H mm)	Black & white	4 colour (CMYK)
Inside front cover	210 x 280 mm	1 200 €	1 500 €
Inside back cover	210 x 280 mm	1 100 €	1 400 €
Back cover	210 x 280 mm	1 300 €	1 600 €
Page	210 x 280 mm	900 €	1 200 €
½ page	186 X 112 mm	650 €	950 €



SIZES

(W x H en mm)



MATERIAL SPECIFICATIONS:

- Supply your advertising material in high quality PDF, 300 Dpi and all fonts embedded
- No native files
- For full page advertisements add 5 mm to the indicated size for the bleed

Camila Lobos

Advertising manager

Tel: +33 6 80 20 36 26

camila.lobos@edpsciences.org

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ONLINE ADVERTISING RATES



Banners	Size (W x H in pixels)	1 month	3 months	6 months
Button 1	120 X 90	250 €	600 €	950 €
Button 2	120 X 120	300 €	700 €	1 150 €
Vertical banner	120 X 240	350 €	950 €	1 500 €



MATERIAL SPECIFICATIONS:

- GIF files, with the URL link
- Resolution: 72 dpi

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- **Insertion orders and material:** Advertisers or advertising agencies must return or provide written insertion orders and material no later than closing deadlines.
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- **Advertising publication:** Publisher reserves the right to reject an advertisement for any reason without liability.
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- **Material modifications:** Requests for modifications to existing materials will result in additional charges. Depending on how the original files are set up, it may not be possible to make some changes, and therefore new materials may be requested.

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