

Advertising Rates 2010

	Dollar Rates (\$)			Sterling Rates (£)		
	1	3x	6x	1	3x	6x
Mono						
DPS	3390.00	3085.00	2780.00	1990.00	1835.00	1635.00
Whole Page	2040.00	1760.00	1660.00	1200.00	1095.00	970.00
Half Page	1200.00	1095.00	995.00	715.00	665.00	585.00
Quarter Page	715.00	665.00	560.00	435.00	385.00	360.00
2 Colour						
DPS	6095.00	5535.00	5000.00	3570.00	3265.00	2935.00
Whole Page	3675.00	3315.00	2985.00	2170.00	1965.00	1760.00
Half Page	2680.00	2320.00	2115.00	1505.00	1380.00	1250.00
4 Colour						
DPS	7550.00	6760.00	6095.00	4385.00	3980.00	3595.00
Whole Page	4465.00	4055.00	3675.00	2625.00	2400.00	2145.00
Half Page	3115.00	2830.00	2550.00	1835.00	1660.00	1505.00

Special Colour (non process)	Add \$285.00 (£175.00) to half page 2 colour rate; \$380.00 (£220.00) to whole page 2 colour rate; \$640.00 (£380.00) to DPS 2 colour rate.
Position Premiums	Covers (IFC, IBC, OBC) +20%
Other Special Positions	+10%
Agency Discount	10%
Group Discounts	Bookings made into more than one journal can be combined to attract higher series discounts. To qualify, advertisements must be of the same size and colour.

Supply of Advertisements as PDF files

Each advertisement should be supplied as a single-page PDF file, by email or on CD-ROM (do not submit application files or film). A colour-matched hardcopy proof for reference should be sent separately by post. PDFs for monochrome advertisements should not contain colours; those for 4-colour advertisements should only contain colours defined in the CMYK colour space (no spot/Pantone colours or RGB). All fonts must be embedded. Ideal Minimum resolutions for images are 800dpi for line drawings and 300dpi for halftones. You are advised to run a software pre-flight check to ensure these specifications are met (compliance with the PDF/X-1a:2001 standard is advised - see www.pdf-x.com). Replacement PDFs may be requested if problems are detected that may affect the printed result. Typesetting for monochrome advertisements can be arranged on request. Printing is sheet-fed offset litho.

Reprints

Reprints are used by many advertisers to promote their products and services. Reprints of articles published can be arranged. Quotations on request.

For Further Information

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