

## 2011 Rates & Data

### \$ DOLLARS

Format	Colour	x1	x3	x6	x9	x12	x18	x24
Page	4 col	15,985	15,505	15,025	14,560	14,070	13,750	13,585
Spread	4 col	31,645	30,710	29,760	28,805	27,850	27,225	26,910
2/3 Page	4 col	13,585	13,180	12,765	12,345	11,955	11,685	11,545
Junior	4 col	12,785	12,415	12,030	11,650	11,260	11,000	10,875
1/2 Page	4 col	10,400	10,080	9,775	9,450	9,145	8,925	8,835
1/3 Page	4 col	8,330	8,070	7,820	7,570	7,315	7,155	7,080
1/4 Page	4 col	5,605	5,440	5,275	5,100	4,940	4,845	4,760

Last updated: 1 December 2010

### ADVERTISING DIMENSIONS

### Depth and Width

Advertisement	mm	Imperial
Double page spread bleed	273 x 400	10 <sup>3</sup> / <sub>4</sub> x 15 <sup>3</sup> / <sub>4</sub>
Double page spread trimmed	267 x 394	10 <sup>1</sup> / <sub>2</sub> x 15 <sup>1</sup> / <sub>2</sub>
Double page spread gutter bleed only	246 x 378	9 <sup>11</sup> / <sub>16</sub> x 14 <sup>7</sup> / <sub>16</sub>
Page bleed	273 x 200	10 <sup>3</sup> / <sub>4</sub> x 7 <sup>7</sup> / <sub>8</sub>
Page bleed trimmed	267 x 197	10 <sup>1</sup> / <sub>2</sub> x 7 <sup>3</sup> / <sub>4</sub>
Page type area	246 x 181	9 <sup>11</sup> / <sub>16</sub> x 7 <sup>1</sup> / <sub>8</sub>
Half page horizontal spread bleed	134 x 400	5 <sup>1</sup> / <sub>4</sub> x 15 <sup>3</sup> / <sub>4</sub>
Half page horizontal spread bleed trimmed	131 x 394	5 <sup>1</sup> / <sub>8</sub> x 15 <sup>1</sup> / <sub>2</sub>
Half page horizontal spread gutter bleed only	121 x 378	4 <sup>3</sup> / <sub>4</sub> x 14 <sup>7</sup> / <sub>8</sub>
Half page horizontal bleed	134 x 200	5 <sup>1</sup> / <sub>4</sub> x 7 <sup>7</sup> / <sub>8</sub>
Half page horizontal bleed trimmed	131 x 197	<sup>1</sup> / <sub>8</sub> x 7 <sup>3</sup> / <sub>4</sub>
Half page horizontal type area	121 x 181	4 <sup>3</sup> / <sub>4</sub> x 7 <sup>1</sup> / <sub>8</sub>
Half page vertical bleed	273 x 101	10 <sup>3</sup> / <sub>4</sub> x 4
Half page vertical bleed trimmed	267 x 98	10 <sup>1</sup> / <sub>2</sub> x 3 <sup>7</sup> / <sub>8</sub>
Half page vertical type area	246 x 89	9 <sup>11</sup> / <sub>16</sub> x 3 <sup>1</sup> / <sub>2</sub>
Quarter page horizontal	59 x 181	2 <sup>5</sup> / <sub>16</sub> x 7 <sup>1</sup> / <sub>8</sub>
Quarter page vertical	121 x 89	4 <sup>3</sup> / <sub>4</sub> x 3 <sup>1</sup> / <sub>2</sub>
Quarter page/single column bleed	273 x 55	10 <sup>3</sup> / <sub>4</sub> x 2 <sup>3</sup> / <sub>16</sub>
Quarter page/single column trimmed	267 x 52	10 <sup>1</sup> / <sub>2</sub> x 2 <sup>1</sup> / <sub>6</sub>
Quarter page/single column	246 x 44	9 <sup>11</sup> / <sub>16</sub> x 1 <sup>3</sup> / <sub>4</sub>

### SPECIFICATIONS AND CONTACT DETAILS

- File format: eps or pdf file.
- All files to be saved as CMYK with all fonts embedded.
- Resolution minimum 300dpi.
- Copy Deadline: 8 or 9 days prior to publication.
- Artwork to be emailed to [sean.behan@rbi.co.uk](mailto:sean.behan@rbi.co.uk)

### Terms and Conditions

Advertisers are reminded of their legal obligations under the Sex Discrimination Act 1975, the Race Relations Act 1976, the Disability Discrimination Act 1995 and the Employment Equality (Age) Regulations 2006. Further information is available at <http://www.reedbusiness.co.uk/guidedocuments/discrimguide.htm#Disability%20Discrimination>.

All advertisements are accepted subject to RBI's standard terms and conditions available at <http://www.reedbusiness.co.uk/GuideDocuments/tandc.htm>

