

2012 Standard Display Rates & Data - A4 Publication

\$ DOLLARS

Format	Colour	x1	x3
Page	4 col	2,800	2,100
Spread	4 col	5,600	4,200
1/2 Page	4 col	1,820	1,365
1/4 Page	4 col	1,315	985
1/8 Page	4 col	985	740
Main sponsor	25,000		

Last updated: 1 September 2011

ADVERTISING DIMENSIONS

Advertisement	Depth and Width	
	mm	Imperial
Double page spread bleed	273 x 400	10 ³ / ₄ x 15 ³ / ₄
Double page spread trimmed	267 x 394	10 ¹ / ₂ x 15 ¹ / ₂
Double page spread gutter bleed only	246 x 378	9 ¹¹ / ₁₆ x 14 ⁷ / ₁₆
Page bleed	273 x 203	10 ³ / ₄ x 7 ⁷ / ₈
Page bleed trimmed	267 x 197	10 ¹ / ₂ x 7 ³ / ₄
Page type area	246 x 173	9 ¹¹ / ₁₆ x 7 ¹ / ₈
Half page horizontal spread bleed	134 x 400	5 ¹ / ₄ x 15 ³ / ₄
Half page horizontal spread bleed trimmed	131 x 394	5 ¹ / ₈ x 15 ¹ / ₂
Half page horizontal spread gutter bleed only	121 x 378	4 ³ / ₄ x 14 ⁷ / ₈
Half page horizontal bleed	134 x 203	5 ¹ / ₄ x 7 ⁷ / ₈
Half page horizontal bleed trimmed	131 x 197	5 ¹ / ₈ x 7 ³ / ₄
Half page horizontal type area	121 x 173	4 ³ / ₄ x 7 ¹ / ₈
Half page vertical bleed	273 x 101	10 ³ / ₄ x 4
Half page vertical bleed trimmed	267 x 98	10 ¹ / ₂ x 3 ⁷ / ₈
Half page vertical type area	246 x 89	9 ¹¹ / ₁₆ x 3 ¹ / ₂
Quarter page horizontal	59 x 173	2 ⁵ / ₁₆ x 7 ¹ / ₈
Quarter page vertical	121 x 89	4 ³ / ₄ x 3 ¹ / ₂
Quarter page/single column bleed	273 x 55	10 ³ / ₄ x 2 ³ / ₁₆
Quarter page/single column trimmed	267 x 52	10 ¹ / ₂ x 2 ¹ / ₆
Quarter page/single column	246 x 44	9 ¹¹ / ₁₆ x 1 ³ / ₄

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 working days prior to publication.
- Artwork to be emailed to 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>.

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