

2012 Standard Display Rates & Data - A4 Publication

£ STERLING

Format	Colour	x1	x3
Page	4 col	1,690	1,270
Spread	4 col	3,370	2,530
1/2 Page	4 col	1,100	830
1/4 Page	4 col	830	630
1/8 Page	4 col	630	470
Main sponsor	16,800		

Last updated: 1 September 2011

ADVERTISING DIMENSIONS

Advertisement	Depth and Width mm
Double page spread bleed	273 x 400
Double page spread trimmed	267 x 394
Double page spread gutter bleed only	246 x 378
Page bleed	273 x 203
Page bleed trimmed	267 x 197
Page type area	246 x 173
Half page horizontal spread bleed	134 x 400
Half page horizontal spread bleed trimmed	131 x 394
Half page horizontal spread gutter bleed only	121 x 378
Half page horizontal bleed	134 x 203
Half page horizontal bleed trimmed	131 x 197
Half page horizontal type area	121 x 173
Half page vertical bleed	273 x 101
Half page vertical bleed trimmed	267 x 98
Half page vertical type area	246 x 89
Quarter page horizontal	59 x 173
Quarter page vertical	121 x 89
Quarter page/single column bleed	273 x 55
Quarter page/single column trimmed	267 x 52
Quarter page/single column	246 x 44

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>.

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

