

## 2010 Rates & Data - A4 publication

### \$ DOLLARS

Format	Colour	x1	x4
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 January 2010

### ADVERTISING DIMENSIONS

Advertisement	Depth and Width	
	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	5 <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)

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