



## ADVERTISING RATES 2010

POSITION	
Front Cover - 130mm (w) x 100mm (h) Actual size	£600.00
Back Cover - 154mm (w) x 216mm (h)	£485.00
Inside Front Cover - 154mm (w) x 216mm (h)	£465.00
Inside Back Cover - 154mm (w) x 216mm (h)	£465.00
Centre Fold - 303mm (w) x 216mm (h)	£765.00
Double Page - 303mm (w) x 216mm (h)	£655.00
Single Full Page - 154mm (w) x 216mm (h)	£415.00
Half Page - 154mm (w) x 106mm (h)	£315.00
Quarter Page - 65mm (w) x 91mm (h) Actual size	£265.00

Prices quoted are per issue and exclude VAT. Prices include a design fee but if you are using your own designers then the advertised price reduces by £50.00.

Prices at April 2009. Subject to change without notice.

The sizes quoted include 'crop' and 'bleed' sizes. When designing your own artwork you need to ensure that you keep all graphics and text you wish to be printed are 8mm inside each edge of the sizes shown

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### Format For Artwork

Artwork must be produce using CMYK format and sent to us as a .jpeg of a minimum 300dpi.

Do not include crop marks or printers marks

We do not proof supplied artwork although we will notify any mistakes spotted during pre publication. We cannot be held responsible for any errors in supplied artwork

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### Payment Terms

Payment is due in full on receipt of invoice prior to publication.  
Cheques should be made payable to Inflated News

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### Other Options (Prices on Application)

Inserts can be arranged for any publication  
Sponsorship of any issue to include wrap.

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### Advertising Deadlines

March - 20th January    June - 20th April  
September - 20th July    December - 28th October