

Rate Card

ADVERTISING RATES

DISPLAY

| | |
|---------------------|--------|
| DPS: | £2,964 |
| Full page: | £1,482 |
| Half page: | £771 |
| Quarter page: | £400 |

- Prices are for mono
- Add 40% for full colour
- Add 20% for spot colour
- Guaranteed position: add 10%
- Right hand page: add 10%
- Facing matter: add 10%

RECRUITMENT

| | |
|---------------------|--------|
| DPS: | £3,245 |
| Full page: | £1,788 |
| Half page: | £987 |
| Quarter page: | £545 |
| Eighth page: | £350 |

- Prices are for mono
- Add 30% for full colour
- Add 10% per spot colour

CLASSIFIED

£22 per single column centimetre
 Spot colour: add 20% per colour
 Full colour: add 40% per colour

SERIES DISCOUNT ON EACH SECTION

- 3 issues 5%
- 6 issues 10%
- 13 issues 15%
- 24 issues 20%

INSERTS

Prices dependent upon size, weight and distribution.
 Quotes available on request.

ONLINE ADVERTISING

We offer a variety of online advertising opportunities.
 Please contact our sales team on 0207 772 8369/8301 for details.

www.thenegotiator-magazine.co.uk



COVER WRAPS & ADVERTORIALS

Cover wrap: £6,000
 Advertorial (double page spread): £3,000

MECHANICAL DATA

Advertisement sizes (all sizes in mm/width first)

| | |
|-------------------------------|-----------|
| DPS bleed: | 466 x 306 |
| DPS page trim: | 460 x 300 |
| DPS type area: | 440 x 280 |
| Full page bleed: | 236 x 306 |
| Full page trim: | 230 x 300 |
| Full page type area: | 210 x 280 |
| Half page portrait: | 98 x 268 |
| Half page landscape: | 200 x 132 |
| Quarter page portrait: | 98 x 132 |
| Quarter page landscape: | 200 x 64 |
| Eighth page landscape: | 98 x 64 |



OTHER INFORMATION

Acceptable Format

Working in partnership with you to ensure the highest standards, the following guidelines will ensure your advertisement appears correctly in print.

If you have any questions, please feel free to telephone your dedicated account handler for further information.

Mac format is preferable, but PC files can be used provided that they have been saved in the correct digital format with acceptable software.

Correct Software:

InDesign CS, Illustrator, Photoshop. Images must be in high resolution (300dpi) and CMYK format. Fonts need to be embedded (or saved in outline format) to avoid text reflow. If fonts cannot be embedded they

need to be supplied (font suitcases are needed – screen fonts alone will not be enough).

Acceptable Files:

InDesign CS files with all logos and images included

- Photoshop (flattened layers)
- Illustrator EPS with all fonts outlined
- PDF (PDFs can be accepted only as final artwork if compliant with industry standards at Pass4Press. Please see the website: <http://www.ppa.co.uk/production/standards/index.asp>)
- Quark.fnt set to outline.

Flight Check

All ads should be flight checked prior to transmission.

File Transfer:

Files can be sent via ISDN or on CD. ISDNs must be allocated correct Unique Reference Name to include: NEG/Production Controller's name /Unique reference

- Media must only contain the files required for each advertisement. Files supplied on disc must be clearly labelled Negotiator/issue date and also include the advertiser name and contact number in case there are any problems.

Proofs:

Proof to be supplied 100% of final size.

- Proofs will not be sent to clients if complete artwork is supplied.



The Negotiator, Ocean Media Magazines,
 One Canada Square, Canary Wharf, London E14 5AP
 T +44 (0) 20 7772 8369/8301 F +44 (0) 20 7772 8584

