

The Hockley Flyer

ADVERTISEMENT RATES
Magazine Published Monthly

**DISPLAY RATES
ARE PER
INSERTION AND
PLUS VAT**

COLOUR DISPLAY

SIZE	TYPE AREA	1 Insertion	3 or more	6 or more	12 or more
2 Pages	2 x 185 x 125mm or full bleed	£300.00	£270.00	£256.40	£240.00
1 Page	188mm x 128mm or full bleed	£162.60	£146.00	£137.50	£130.00
1/2 Page	92mm x 128mm landscape or 188mm x 62mm portrait	£100.50	£89.50	£85.00	£80.00
1/4 Page	92mm x 62mm portrait or 45mm x 128mm landscape	£60.50	£59.50	£55.00	£50.00
1/8 Page	45mm x 62mm landscape only	£42.50	£39.50	£35.00	£30.00
Front Cover	160 x 148mm + 4mm bleed	£190.00	Must be suitable for cover i.e. mostly photographic		

MONO DISPLAY

SIZE	TYPE AREA	1 Insertion	3 or more	6 or more	12 or more
2 Pages	2 x 185 x 125mm or full bleed	£165.00	£148.00	£140.50	£132.00
1 Page	188mm x 128mm or full bleed	£96.00	£90.00	£81.00	£76.50
1/2 Page	92mm x 128mm landscape or 188mm x 62mm portrait	£54.50	£52.50	£48.00	£45.00
1/4 Page	92mm x 62mm portrait or 45mm x 128mm landscape	£32.00	£29.00	£27.50	£26.00
1/8 Page	45mm x 62mm landscape only	£19.50	£18.00	£16.50	£15.00

OTHER INFORMATION

SPECIAL POSITIONS: Inside Front Cover + 20%, Inside Back Cover + 15%, Outside Back Cover + 40%. Other + 10%. All Subject to availability. (Full Colour only).

FRONT COVER: £190 (Must be mostly photographic and suitable as a front cover - full colour only). No repeat copy during a 12 month period. Subject to Availability

SMALL ADVERTS (Classified section) : £7.50 per single column centimetre for 6 insertions, £12.00 per single column centimetre for 12 insertions (Minimum 2 centimetres).

CLASSIFIEDS: £4.50 for up to 50 words - £2.50 per 50 words after that. Adverts can be repeated for a further £3 per insertion. Semi-display £3.75 per single column centimetre. £3.30 per single column centimetre per insertion more than 3 consecutive insertions.

COPY DEADLINE: All advertisement and other copy (including change of copy) must be received by the 25th of the month preceding cover date.

BOX NUMBERS & INSERTS: Sorry - not accepted.

CANCELLATION: Notice must be received in writing by 20th of month preceding cover date.

PRODUCTION: We can accept most format discs, files can be InDesign, PageMaker, Quark, and high quality PDF with images around 300dpi resolution preferably saved as CMYK.

ARTWORK: Normally free of charge, but a charge will be made for complex advertisements, or advertisement alterations.

BLEED: 4mm on outer edges.

PROOFS: Not normally supplied, but if a proof has to be supplied a charge will be made of £10, and any alterations must be made within 24 hours of the proof being supplied. Alterations will also be subject to charges.

ENQUIRIES TO:

Advertising Manager, YBA Publications, York House, 22 Frederick Street, Birmingham, B1 3HE.

Tel: 0121-233 3468 Fax: 0121-236 4230

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