

CANOE FOCUS ADVERTISING INFORMATION

All rates are subject to VAT at 17.5%. Digital artwork should be supplied and any surcharges for typesetting, design, colour separations etc. will be recharged by the publishing agents.

To advertise or request a quotation, please contact 2b Graphic Design on 01480 465081 or email:
advertising@canoefocus.co.uk

You may note that, as a design company, 2b Design will be happy to design your advertisement at a competitive rate.

RATES

CLASSIFIED (Vacancies, courses, accommodation etc)

Semi display: £12.00 per single column cm (minimum 3 cm) £13.50 P.S.C.C. colour

Lineage: 75p per word (minimum charge £15)

Trade Directory (3cm x 1column) £30 per edition. Six editions £144

AGENCY COMMISSION 10%

CLASSIFIED (vacancies and courses)

Display: £85 per week minimum two weeks

AGENCY COMMISSION 10%

DISPLAY (Main body of magazine)

Whole Page: £695

Double Page Spread: £1295

Half Page: £425

Quarter Page: £210

Eighth Page: £140

Outside Back Cover: £1175

Inside Back Cover: £995

Inside Front Cover: £1049

Other special or guaranteed positions - add 20%

SERIES DISCOUNTS

Three issues: 5%

Four or five issues: 7.5%

Six issues: 10%

DEADLINES

Advertising booking deadline dates are as follows:

10th May for June issue

10th July for August issue

10th September for October issue

10th November for December issue

10th January for February issue

Advertising artwork deadline dates are as follows:

18th March for April issue

18th May for June issue

18th July for August issue

18th September for October issue

18th November for December issue

18th January for February Issue

DISPLAY ADVERTISING TECHNICAL DATA Format: A4

Page Size: Trim 297 x 210 mm.

Type Area: 270 x 185 mm.

Half Page: 130 x 185 mm or 270 x 90 mm

Quarter Page: 130 x 90 mm or 90 x 130 mm

Eighth Page: 60 x 90 mm or 90 x 60 mm

CLASSIFIED ADVERTISING TECHNICAL DATA Format: A4

Number of Columns: 4

(1 column = 42 mm wide)

(2 column = 88 mm wide)

(3 column = 134 mm wide)

(4 column = 180 mm wide)

COPY REQUIREMENTS

We can accept advertisements on DVD-R, DVD-RAM, or CD's, together with colour proof. Alternatively, adverts can be sent by broadband email to peter@canoefocus.co.uk.

TERMS AND CONDITIONS OF ACCEPTANCE

1. Advertisement copy is subject to the approval of the publisher who reserves the right to omit or refuse any advertisement or copy without notice.
2. Advertisement matter may be changed as often as required, but an advertiser's previous advertisement will be repeated if new copy is not received by the copy date.
3. No cancellation can be accepted for any issue Canoe Focus unless instructions are received in writing eight weeks or more before publication of the issue in which the advertisement is due to appear.
4. Series discounts apply only to orders placed in advance and completed within one year of date of first insertion. If the Advertiser cancels the balance of the series all unearned series discounts shall be paid by the Advertiser. The Advertiser will not be surcharged if the Publisher cancels the balance of the series.
5. Advertiser's materials are held at the owner's risk and should be insured by him against theft, fire and other damage.
6. The publishers will not hold themselves responsible for advertiser's materials which remain unclaimed after a year from the date of publication of the last advertisement.
7. All advertisements due to appear in this publication will only be accepted on condition that the advertiser warrants that the advertisement in no way contravenes the provisions of the Trades Descriptions Act, 1968.
8. The advertiser will indemnify the publishers and printers of Canoe Focus against any damages or consequential loss they may incur as a result of the publication of the advertisement.
9. The publishers reserve the right to alter the advertisement rates without notice.
10. The Advertiser will be charged for any additional colour processing costs.
11. All advertisement material originated by the Publisher remains the Publisher's copyright.
12. The placing of an order or contract by the advertiser constitutes an acceptance of the above conditions.
13. Accounts shall be paid within four weeks of the date of the invoice. Failure to pay by the specified date can result in a 2.5% monthly interest charge being added to outstanding accounts.