

athletics

WEEKLY

Britain's Premier Athletics Publication

Display Rates per issue	1	4	13
DOUBLE PAGE SPREAD	£2,950.00	£2,400.00	£1,950.00
OUTSIDE BACK COVER	£1,950.00	£1,600.00	£1,450.00
INSIDE COVERS	£1,750.00	£1,500.00	£1,200.00
WHOLE PAGE	£1,500.00	£1,200.00	£950.00
HALF PAGE	£825.00	£650.00	£500.00

10% agency commission. Special positions 15% extra.

No charge cancellations 10 days prior to copy date.

VAT: The above prices are exclusive of VAT which will be charged at the current rate on all bookings made from within the E.C.

CIRCULATION: 18,000 copies per edition
COPY DATE: 1 week prior

PRODUCTION CHARGES:

Preparation of a/w & typesetting: min £45
 Amendments to copy: min £35

COPY:

Digital copy preferred. Ideally sent as a Press Optimised PDF with all fonts and images embedded. PDFs must be created using Acrobat Distiller 4.0/5.0. All colours must be CMYK. All PDFs must be supplied with crop marks and 3mm edge bleed where necessary.

PDFs created using Photoshop, Illustrator or InDesign will not be accepted. Quark settings should be 2400dpi, 320mm high, 234mm wide and centred. ISDN available, please call for details. The publisher will not accept responsibility for the reproduction of an advert provided without a proof. A full colour proof MUST be supplied with a full colour advert.

Mechanical Details

Size A4

	Height	Width
DPS Bleed	303mm	426mm
Full Page Trim Size	297mm	210mm
Full page Type Area	271mm	192mm
Full page Bleed	303mm	216mm
Half Page Landscape Trim Size	148mm	210mm
Half page Landscape Type Area	133mm	192mm
Half Page Landscape Bleed	150mm	216mm
** Bleed bottom edge not top		
Half Page Vertical Trim Size	297mm	105mm
Half page Vertical Type Area	271mm	93mm
Half Page Vertical Bleed	303mm	107mm
** Bleed Right Hand edge not left		
Quarter Page Vertical	133mm	93mm

COPY TO BE DELIVERED TO:

Descartes Advertising Limited, 83, Park Road, Peterborough, PE1 2TN.

TEL: 01733 898442 FAX: 01733 898443

e-mail: advertising@athletics-weekly.co.uk

to whom all technical queries should be addressed.

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