



# COLUMN

## The Journal of the National Back Exchange

### ADVERTISING RATES – 2008

#### DISPLAY ADVERTISEMENTS

<b>THREE advertisements booked for consecutive issues TWO at full price and the THIRD at half price</b>				<b>Position</b>	
<b>Size</b>	<b>Black &amp; White</b>	<b>Spot Colour</b>	<b>Full Colour</b>	<b>First half of Journal</b>	<b>Right Hand Page</b>
A3 Centre Spread	£2225	Add £75	Add £150	Add 10%	Add 10%
A4 Back Cover	£1500	Add £75	Add £150	Add 10%	Add 10%
A4 Centre Page	£1250	Add £75	Add £150	Add 10%	Add 10%
A4	£1000	Add £75	Add £150	Add 10%	Add 10%
Half Page	£525	Add £75	Add £150	Add 10%	Add 10%
Quarter Page	£320	Add £75	Add £150	Add 10%	Add 10%
Eighth Page	£175	Add £75	Add £150	Add 10%	Add 10%

#### EVENTS, COURSES and JOB ADVERTISEMENTS

As above with a reduction of 25%

#### FLYERS/INSERTS

Up to 10 gms	£300
Over 10 gms	Price on application

All advertisements are subject to VAT at 17.5%

The Editor reserves the right to reject any material deemed unsuitable for publication.

Cancellation : no later than copy date

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