

COLUMN

The Journal of the National Back Exchange ADVERTISING RATES – 2010

DISPLAY ADVERTISEMENTS

<i>FOUR advertisements for the price of THREE for four advertisements booked in consecutive issues the rate is the cost of three advertisements</i>				Position	
Size	Black & White	Spot Colour	Full Colour	First half of Journal	Right hand Page
A3 Centre	£2225	Add £75	Add £150	Add 10%	Add 10%
A4 Back Cover	£1500	Add £75	Add £150	Add 10%	Add 10%
A4 Centre	£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. National Back Exchange, Linden Barns, Greens Norton Road, Towcester, Northamptonshire NN12 8AW. Tel. 01327 358855

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