

ADVERTISING RATES BRITSOC NEWS & WEB 2010

VALID FROM JANUARY THRU DECEMBER 2010 AND BASED ON A FULL COLOR PRODUCTION

Please keep and file this page for future reference

MEMBERS PERSONAL ADS 1/8 PAGE € 25,00

SURCHARGES

Adverts on a preferred spot / page cost 15% extra.

MEMBERS DISCOUNTED BUSINESS RATES (all prices in Euros)

FREQUENCY	1/8 PAGE	1/4 PAGE	1/2 PAGE	1/1 PAGE
1 month	37,50	70,00	127,50	212,50
3 months	107,50	192,50	352,50	590,00
6 months	197,50	357,50	650,00	1.085,00
1 year *	317,50	557,50	1.015,00	1.680,00

DISCOUNTS

Adverts just in black and white get a 35% discount.

NON-MEMBERS BUSINESS RATES

FREQUENCY	1/8 PAGE	1/4 PAGE	1/2 PAGE	1/1 PAGE
1 month	70,00	127,50	212,50	297,50
3 months	192,50	352,50	590,00	830,00
6 months	357,50	650,00	1.085,00	1.382,50
1 year *	557,50	1.015,00	1.680,00	2.165,00

RESERVE

The Advertising Management reserves the right to postpone or stop publication of adverts on a long term contract, if payment has not been received within one month from the invoice date.

MATERIALS

All mentioned prices are based on a proper digital file (pref. PDF), supplied by the advertiser. If artwork is not available, minimum setting cost are € 30,00.

MAXIMUM ADVERTISEMENT SIZES IN MM

1/8 PAGE	65 x 45
1/4 PAGE	65 x 92
1/2 PAGE	135 x 95
1/1 PAGE	135 x 195 or FULL PAGE 148,5 x 210 + bleed

Different advertisement sizes are negotiable, as well as irregular publishing frequencies. During a contract period you can alter your advertisement without extra cost, provided you use the same size and provide the material well in time.

RESERVATIONS AND MATERIAL DEADLINE

All advertising material is to be sent to the Advertising Manager before the 15th of each month, except for the December issue, material in before the 8th. The December and January BritSoc News are combined in 1 issue.

WEB ADVERTISING RATES

MEMBERS DISCOUNTED BUSINESS RATES (all prices in Euros)

FREQUENCY	120 x 60	120 x 120	120 x 240	120 x 480 PIXELS AND 570 X 60 BANNER
3 months	87,50	140,00	257,50	437,50
6 months	152,50	245,00	450,00	765,00
1 year	260,00	367,50	770,50	1.312,50

NON-MEMBERS BUSINESS RATES

FREQUENCY	120 x 60	120 x 120	120 x 240	120 x 480 PIXELS AND 570 X 60 BANNER
3 months	155,00	270,00	472,50	675,00
6 months	272,50	475,00	802,50	1.190,00
1 year	465,00	810,00	1.420,00	2.085,00

Each advert may be a .gif, .jpg, or .swf (Flash) file which should not exceed 50 KB in size.

We do not accept html files, since they create a lot of extra work for our webmaster.

All files should be sent to the Advertising Manager. Replacing the web banner costs € 40,00 per occasion.

Web ads can only be booked for a minimum run of 3 months.

For any further information or reservations you can contact the Advertising Manager.

Postal address:

Zetterij Jan van den Berg
Orteliusstraat 362hs
1056 PV AMSTERDAM
The Netherlands

Tel. +31 (0)20 627 50 25
+31 (0)6 27 305 428
E-mail: berg.zetterij@12move.nl

Material can also be sent to The British Society of Amsterdam, attn. Advertising Manager, Postbus 7429, 1007 JK AMSTERDAM. This may, however, delay the publication of your advert.