

e-Forex advertising rates 2009

Ratecard

Full page 4 colour advertisement	£2,950
Full page 2 colour advertisement	£2,450
Full page mono advertisement	£2,250
Half page 4 colour advertisement	£1,550
Half page 2 colour advertisement	£1,350
Half page mono advertisement	£1,050
Double page 4 colour advertisement	£4,250
Double page 2 colour advertisement	£3,750
2 page sponsored statement + full page 4 colour advertisement	£5,750
2 page sponsored statement + full page mono advertisement	£4,950
2 page sponsored statement	£3,950
1 page sponsored statement	£2,950
Inside Front Cover	£4,250
Outside Back Cover	£4,250
Inside Back Cover	£3,950
Directory section entry (200 words + logo)	£1,000
Guaranteed positions extra + 15%, Agency commission	

Size: Standard A4

Copy dates:

7th of the month prior to publication

Reprints and special copies on request

Mechanical Specifications For Advertisements

PAGE SIZE IS EUROPEAN A4
297mm HIGH x 210mm WIDE

DOUBLE PAGE SPREAD BLEED
303mm HIGH x 426mm WIDE
(Bleed trims to 297mm high x 420mm wide)

FULL PAGE (TYPE AREA)
255mm HIGH x 168mm WIDE

FULL PAGE BLEED
303mm HIGH x 216mm WIDE
(Bleed trims to 297mm high x 210mm wide)

HALF PAGE
123mm HIGH x 168mm WIDE

Mechanical Data

If providing advertising material electronically please send direct to:

Phil Zillwood
Production Manager
e-FOREX

Tel: +44 1249 81 44 90
Fax: +44 1249 81 44 77
E-mail: Phill.design@btconnect.com

ASP Media Ltd,
Suite 10, 3 Edgar Buildings, George Street, Bath
United Kingdom, BA1 2FJ
Contact: Susan Rennie (e-FOREX magazine)
Tel: +44 1249 81 44 90 Fax: +44 1249 81 44 77
E-mail: Susie@Aspmedialtd.com

- Production is based on Apple Mac Systems running Quark Xpress.
- Graphics, flow charts and graphs must be supplied as linked files and not embedded.
- Graphics should be based on CMYK (i.e. process colours). (If a package only allows for RGB format, we can convert to CMYK as long as they can be pulled into Photoshop or Adobe Illustrator.)
- Photographs should be supplied as Adobe Photoshop CMYK Tifs and be scanned to 300dpi resolution.