

2010 RATE CARD

Architecture Today - AT•Handbook - EcoTech

Display advertisements

Colour	1	3	6	10
Single page	£3110	£2800	£2650	£2480
Half page	£1870	£1680	£1590	£1490
Quarter page	£1120	£1010	£950	£890
Double page	£5190	£4660	£4410	£4150
Premier dps	£5760	£5180	£4890	£4590

Mono	1	3	6	10
Single page	£2140	£1930	£1830	£1710
Half page	£1280	£1160	£1100	£1030
Quarter page	£780	£710	£670	£630
Double page	£3600	£3230	£3060	£2870

Architecture Today sponsored front cover, guaranteed/special positions, other sizes, gatefolds, cover mounts, 2 colour, advertisement features: rates on request. Includes use of postage-paid reader enquiry service. AT• Handbook sponsored front cover: £2950.

Literature panels

	1	3	6	10
Single panel	£320	£300	£280	£260

Loose inserts

0-4g	5-9	10-14	15-19	20-24	25-29
£970	£1290	£1620	£1950	£2260	£2580

Other weights: on request. Minimum 100gsm paper; maximum size 290 x 200mm; minimum size 210 x 100mm. Folded inserts/hand insertion incur additional charges. Bound-in inserts by negotiation.

DataPack product cards

	1	2	3
Single card	£970	£900	£850

Top card: additional £210. Bottom card: additional £80.

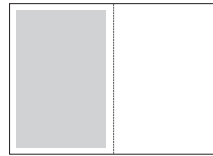
Direct mail

Single use, 1000 names	£135
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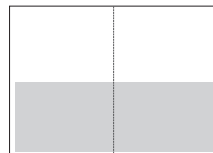
Additional charges according to selection. Minimum charge £1000.



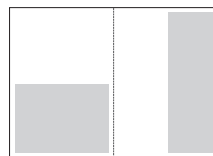
Double page
Bleed size: 305 x 426mm
(trims to 297 x 420mm)
Allow extra 3mm for gutter loss
Type area: 254 x 380mm



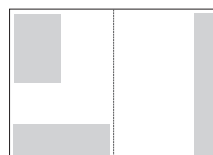
Single page
Bleed size: 305 x 213mm
(trims to 297 x 210mm)
Type area: 254 x 178mm



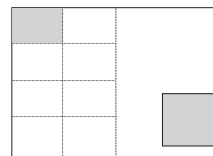
Half page spread
Bleed size: 144 x 426mm
(trims to 141 x 420mm)
Type area: 124 x 380mm



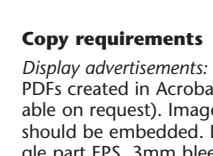
Half page
Horizontal – bleed: 144 x 213mm
(trims to 141 x 210mm)
Type area: 124 x 178mm
Vertical – bleed: 305 x 109mm
(trims to 297 x 106mm)
Type area: 254 x 86mm



Quarter page
Standard – type area: 124 x 86mm
Horizontal – type area: 60 x 178mm
Vertical – type area: 254 x 41mm



Literature panel
Panel size: 64 x 86mm
Image size: 58 x 41mm



DataPack product card
Card size: 145 x 100mm
Type area: 140 x 95mm

Copy requirements

Display advertisements:
PDFs created in Acrobat v4 or later (configuration files available on request). Images should be CMYK @300dpi. All fonts should be embedded. DCS files should be converted to single part EPS. 3mm bleed should be included where necessary.

Product cards:
Digital only, all files in CMYK in one of the following formats:
• 300dpi PDFs with all fonts and images embedded, or
• Quark Xpress files (v4.1 or later) with all support files, ie pictures, logos and fonts (printer and screen), or
• Illustrator format as an EPS, with fonts converted to paths and images embedded.

Supply to size of finished card, ie 100mm deep x 145mm wide (no bleed); allow 2.5mm white border.

NB: Copy for advertisements or cards supplied in forms other than above is accepted only by prior agreement and may incur extra charges. In all cases proofs made from the file supplied must be provided. Copy deadlines: 17 days before publication (42 days for product cards).

Literature panels:
Either brochure cover (A4) or transparency/print of cover or digital file (tif or jpg, max 2Mb), plus up to 60 words and contact details. Copy deadline: 17 days before publication.

Inserts:
Three copies must be supplied to publisher before orders are accepted. Inserts to be delivered to printer at least 14 days (but not more than 28 days) before publication. Issue date, advertiser's name and quantity should be marked on all packages and on a delivery note, also recording the total quantity.

Cancelleds are only accepted 6 weeks before publication for mono advertisements, inserts and literature panels; 8 weeks for colour advertisements; 11 weeks for product cards. Full terms and conditions on request. Rates effective 1st January 2009.