

InfoPlus⁺

The monthly **ISTC electronic newsletter** - Airport House, Purley Way, Croydon, CR0 0XZ, UK
Tel: +44 (0)20 8253 4506, Fax: +44 (0)20 8253 4510, E-mail: istc@istc.org.uk, Website: www.istc.org.uk

InfoPlus⁺ Advertising rates 2012– Prices effective from 1st January 2015

| Advertisement Size | Colour/Spot | Single issue rate | Special Offer – rates per issue excluding VAT | | | |
|---|-------------|-------------------|---|----------|------------|----------|
| | | | £ | 2 Issues | 3 Issues | 4 Issues |
| Full Page | Colour | 700 | Less 5% | Less 10% | Less 12.5% | Less 15% |
| Half Page (Events & Training page only) | Colour | 490 | Less 5% | Less 10% | Less 12.5% | Less 15% |
| Double Column | Colour | 595 | Less 5% | Less 10% | Less 12.5% | Less 15% |
| Single Column | Colour | 380 | Less 5% | Less 10% | Less 12.5% | Less 15% |
| Half column | Colour | 275 | Less 5% | Less 10% | Less 12.5% | Less 15% |
| Box | Colour | 165 | Less 5% | Less 10% | Less 12.5% | Less 15% |

SIZES (Width x height in mm)

| | |
|--|--------------|
| Full Page | 260 x 170 mm |
| Half Page Vertical (Events and Training page only) | 130 x 170mm |
| Double Column | 160 x 170mm |
| Single Column | 80 x 170mm |
| Half Column | 80 x 85mm |
| Box | 80 x 55 mm |

NOTES:

1. Rates shown assume that advertisers supply ready copy. Typesetting and scanning may be charged extra.
2. Terms of payment: Per issue; strictly within 30 days from date of invoice
3. The ISTC reserves the right to decline publication of advertisements submitted.
4. For optimum results please supply a hi-quality PDF. Other acceptable file formats .TIFF, .GIF or .JPEG files.

DEADLINES:

InfoPlus⁺ the ISTC E-Newsletter is published monthly and advertising deadlines are around the 21st of the month preceding publication.

DELIVERY:

For optimum results artwork should be supplied as a hi-quality EPS or PDF file with embedded fonts (Note. Vector format only, NOT a bitmap saved in an EPS or PDF wrapper – bitmap backgrounds etc are acceptable but not text converted to bitmaps). Please send to the Newsletter Editor by e-mail – newsletter.layout@istc.org.uk or Bob.Hewitt@innovationandmedia.com. Other formats such as TIFF, .GIF or .JPEG file, may also be acceptable, but a loss of quality will be visible. If in doubt with any aspect of your artwork, please supply your artwork in good time (before the 20th of each month) and request that a copy be sent to you for approval. Responses from advertisers not received by the publication date will be assumed to be positive. Hyperlinks attaching to artwork must be included as a text URL in the supplying email as often links embedded in artwork do not work correctly.

CONTACT:

Any queries should be directed to the Advertising Agent, Felicity Davie, Tou-can Marketing, 8Alpha House, Napier Road, Crowthorne, Berkshire, RG45 7AU, UK. Tel: 01344 773807, E-mail: felicity@tou-can.co.uk

CANCELLATION POLICY

A cancellation policy will apply for any advertising cancelled after a Booking Confirmation has been issued.

Please note that advertisers who advertise in both InfoPlus⁺ and Communicator, the official journal of the ISTC, will receive a special reduced rate. Contact the Advertising Agent for further information.