

BVAA - The voice of the British Valve & Actuator Industry
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PLEASE NOTE OUR NEW ADDRESS:

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18th October 2009

BVAA ADVERTISING RATES 2009

The following advertising rates* have been set from 1st October 2009.

BVAA Valve User Magazine		<u>Members</u>	<u>Non-Members</u>
'Thumbnail' Ads (w50mm x h99)	=	£75.00	£150.00
Quarter A4 page (w105mm x h148.5)	=	£170.00	£340.00
Half A4 page (horizontal or vertical)	=	£330.00	£660.00
A4 full page (w210mm x h297mm)	=	£480.00	£960.00
<u>BVAA Website</u>			
Rolling Ads, Homepage	=	£200.00	£400.00**
<u>ValveUser.com Website</u>			
Rolling Banner Ads, all pages	=	£90.00 pcm	£180.00**
Homepage scrolling sidebars ads	=	£40.00 pcm	£80.00**
Category Sponsorship	=	£70.00 pcm	£140.00**
Category Sponsorship (exclusive)	=	£90.00 pcm	£180.00**
Featured Articles (direct link from homepage)	=	£40.00 pcm	£80.00**
** Special rates are available for longer periods and exclusivity			
<u>BVAA Recruitment</u>			
Web Ad, 100 Words, pcm	=	£00.00	£400.00
'Job Seekers'	=	£00.00	

*All prices subject to VAT at 15%

NOTE: Advertisers to supply complete, ready-for-use artwork in electronic format. See overleaf for details. BVAA can arrange artwork preparation, subject to a handling fee.

General formats are as follows:

Photographs should be supplied as best quality to guarantee faithful reproduction in the magazine. Images should be supplied in either TIFF, EPS, or high resolution JPEG format.

Company logos should be in either Adobe Illustrator or as a high resolution JPEG format. Taken from a website is not good enough for print production.

For adverts, ideally high resolution pdfs are required. This ensures the artwork is as the creator intended and there should not be any font substitution.

Adverts can also be supplied in Adobe InDesign 3, or Quark Xpress 5.0, with the images and fonts included.

Photoshop TIFF, EPS or JPEG at 300dpi at size. Adverts supplied in MS Word or Publisher are not suitable.