

InfoPlus

The monthly **ISTC electronic newsletter** - Unit 19, Omega Business Village, Thurston Road, Northallerton, DL6 2NJ. E-mail: istc@istc.org.uk, Website: www.istc.org.uk

InfoPlus⁺ Advertising rates – Prices effective from 1st January 2020

Advertisement Size	Colour/Spot	Single issue rate	Special Offer – rates per issue excluding VAT			
			£	2 Issues	3 Issues	4 Issues
Full Page	Colour	810	Less 5%	Less 10%	Less 12.5%	Less 15%
Half Page (Events & Training page only)	Colour	545	Less 5%	Less 10%	Less 12.5%	Less 15%
Double Column	Colour	675	Less 5%	Less 10%	Less 12.5%	Less 15%
Single Column	Colour	430	Less 5%	Less 10%	Less 12.5%	Less 15%
Half column	Colour	305	Less 5%	Less 10%	Less 12.5%	Less 15%
Box	Colour	195	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: 07947 885697, 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.**