

InfoPlus

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

InfoPlus advertising options and prices

Prices effective from 1st January 2024

Placement	Rate	Business Affiliate discount available	Multiple issues discount available	Multiple publications discount available
Top banner [†]	£450 + VAT	Yes	Yes	Yes
Central banner [†]	£350 + VAT	Yes	Yes	Yes
End banner	£250 + VAT	Yes	Yes	Yes

[†]Illustrative examples given below

Discounts

Business Affiliates receive a percentage discount based on level as follows: Bronze – 5% discount, Silver – 10% discount, Gold – 15% discount.

Purchasing adverts for multiple issues at once results in a bulk discount being applied: 3-6 issues – 5% discount, 7-12 issues – 10% discount.

Purchasing adverts for both *InfoPlus* and *Communicator* entitles you to a 10% discount.

Advertisers can qualify for multiple discounts and the discounts are additive. For further details on discounts or becoming a Business Affiliate, please contact Chantel Sankey – istc@istc.org.uk

Terms

- Advert will be displayed on the chosen issue of InfoPlus for a duration of 3 months.
- Images should be professionally appropriate and are subject to acceptance.
- Images must be static, and must not imply endorsement by the ISTC. Use of relevant ISTC logos is permitted where appropriate.
- Terms of payment: per issue; strictly within 30 days from date of invoice.

Deadlines

InfoPlus is published monthly and advertising deadlines are around the 21st of the month preceding publication.

Delivery

Please send file(s) to the Newsletter Editor by e-mail – newsletter.editor@istc.org.uk

Include in your message the link that should be used for the advertisement.

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 draft be made available to you for approval. Responses from advertisers not received by the publication date will be assumed to be positive.

Contact

Any queries should be directed to Chantel Sankey – istc@istc.org.uk

Cancellation policy

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

Image requirements

Max file size: 512kb

File types supported: jpg, png

Filenames must not have spaces or special characters. Hyphen '-' and underscore '_' are acceptable.

Suggested image dimensions

Actual display size will vary depending on the size of the page shown on the reader's device.

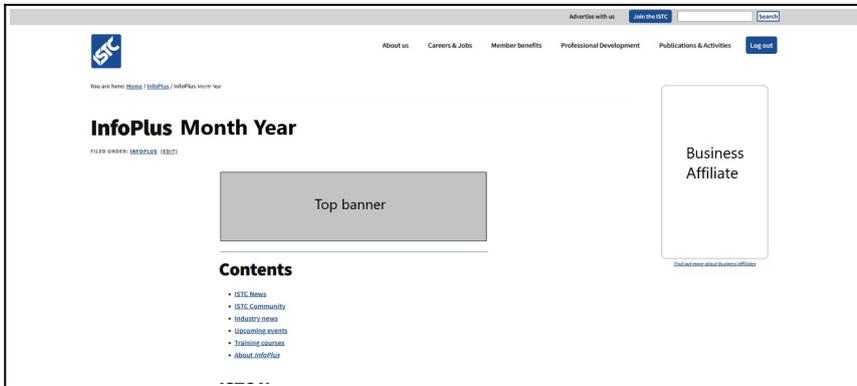
Aspect Ratio 4:1

- Recommended size: 1200 x 300 px
- Minimum size: 600 x 150 px

Placement examples

Desktop shown on left, mobile on right. Illustrations are approximate only.

Top Banner



Central banner

