

PPCJ Advertising Rates 2011

FULL PAGE 4 COLOUR		HALF PAGE 4 COLOUR		QUARTER PAGE 4 COLOUR		DOUBLE PAGE SPREAD	
X1	£4,676	X1	£2,630	X1	£1,550	X1	£9,712
X4	£4,414	X4	£2,467	X4	£1,460	X4	£8,740
X8	£4,273	X8	£2,406	X8	£1,440	X8	£7,543
X12	£4,032	X12	£2,272	X12	£1,381	X12	£7,286

FULL PAGE 2 COLOUR		HALF PAGE 2 COLOUR		QUARTER PAGE 2 COLOUR		PREMIUM POSITION (Add)	
X1	£3,354	X1	£1,939	X1	£1,114	Inside Front Cover	£619
X4	£3,078	X4	£1,777	X4	£1,023	Outside Back Cover	£693
X8	£2,951	X8	£1,714	X8	£980		
X12	£2,603	X12	£1,582	X12	£934		

FULL PAGE MONO		HALF PAGE MONO		QUARTER PAGE MONO	
X1	£2,690	X1	£1,491	X1	£899
X4	£2,427	X4	£1,329	X4	£810
X8	£2,289	X8	£1,268	X8	£789
X12	£2,045	X12	£1,206	X12	£720

CLASSIFIED ADVERTISING

£26 per column centimetres per issue
(minimum 12 issues)

For display size advertisements in the classified section, please ask for a quotation.

Payment can also be made in US Dollars or Euros at current exchange rates

Bound in supplied inserts

Single page (2 sides) **£2,712**

Double page (4 sides) **£2,970**

Prices are based on example standard A4 and 180 gsm paper – for other sizes and weights please ask for a quotation. Single page inserts must have a guard edge – please contact production for details.

Loose supplied inserts

Single page (2 sides) **£2,401**

Double page (4 sides) **£2,587**

Prices are based on example standard A4 and 180 gsm paper – for other sizes and weights please ask for a quotation. We are able to print your inserts for you – please contact production for details.

Online advertising

Advertisement Dimensions

Banner advertisement: **468 x 60 Pixels** | Mini banners: **120 x 60 Pixels**

File types

Banners and mini banners should be supplied as either GIF, animated GIF or JPEG files. Currently we cannot accept advertisements created in flash.

File sizes

File sizes should preferably be kept below 20K although there is some flexibility should an advertiser require it.

Prices

	Main banner	Mini banner
1 year	£5,000	£2,500
6 months	£2,800	£1,500
3 months	£1,500	£750
1 month	£600	£300