

Display Advertisements Rate Card and Mechanical Data

Effective: May 2007

	Mono or two colour	Full colour
Inside back cover	N/A	£370
Full page	£275	£330
1/2 page	£220	£240
1/4 page	£155	£180
1/8 page	£100	£110

Series discounts

For display advertisements booked together: 10% for five, 15% for ten. 10% agency commission to PPA-recognised agencies (on display advertising only). Reprints / gatefolds / loose and bound-in inserts: by arrangement.

Payment

Strictly 14 days from invoice following publication. VAT is chargeable on advertisement space rates. Payment may be made by credit / debit card, direct debit or by cheque made out to Wealden Advertising in UK sterling.

Mechanical data

Sizes (in millimetres, height x width): 1/8 page: 60 x 40, 1/4 page: 130 x 90, 1/2 page: 130 x 190 or 270 x 90, full page: type area: 270 x 190, trim area: 297 x 210, bleed area: 303 x 216.

Artwork to be supplied (by email or disk) in one of the following formats:

- Σ High res PDF or Illustrator files (with fonts supplied)
- Σ Quark Express (pictures/ fonts & logos supplied)
- Σ Photoshop (high res JPEGs)

Hard copy or Word files will be subject to format and production charges.

Production

Design and typesetting charges at £50 per hour. Photographs or transparencies supplied with advertising copy will be charged at £15 per mono scan, £20 per colour scan.

Booking & copy deadline

New advertisements: 1st of month prior to publication. Repeat advertisements: 10th of month prior to publication.

New advertisements must be provided prior to booking for approval by the GOsC. We can accept no liability whatsoever for advertisements which have been produced without prior approval.

Publication details

The intention is to publish *The Osteopath* 10 times p.a. with double issues in summer and winter; however, we retain the right to merge two issues at any time. Whilst it is the publisher's intention that the publication will be issued within 10 days of the beginning of the month, editorial requirements may delay the publication date.

Enquiries

All enquiries regarding rates, copy dates, space availability, production information and acceptability of advertising content should be directed to:

The Advertisement Manager
Wealden Printing
Cowden Close
Horns Road
Hawkhurst
Kent
TN18 4QT

tel: 01580 753 322
fax: 01580 754 104
email: osteopath@wealdenad.co.uk

Classifieds

Effective: May 2007

Up to 40 words - £40, thereafter 20p per word.
Box no - £7.50 per box no per issue.

Loose inserts

Effective: May 2007

Cost and payment

Cost is based on weight. Quotations can be provided based on your estimation of weight or a fixed cost based on a sample. Printing quotes can also be provided based on a printer's paper sample, where required. VAT charged as applicable.

Payment is strictly 14 days from invoice following publication. Payment may be made by credit / debit card, direct debit or by cheque made out to Wealden Advertising in UK sterling,

Dimensions

The dimensions of your insert must not exceed those of *The Osteopath* magazine i.e. A4 = 297mm x 210mm.

Booking and copy deadlines

A sample of the insert, or draft artwork, must be provided prior to the booking for approval by the GOsC. We can accept no liability whatsoever for inserts which have been produced without prior approval. A booking confirmation will be issued upon acceptance.

The deadline is the 17th of the month prior to publication. We require 4,450 inserts to be delivered to Wealden Printing between 9.30am and 5.00pm, Monday - Friday. Inserts must be provided prefolded / pre-nested as appropriate.

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Should you have any further queries, please do not hesitate to call the advertisement manager on 01580 753 322.

Terms and Conditions

The Osteopath is published by the General Osteopathic Council, Osteopathy House, 176 Tower Bridge Road, London, SE1 3LU. Tel: 020 7357 6655.

The Osteopath is the official journal of the General Osteopathic Council. Editorial contributions and letters for publication are welcomed, but opinions expressed by contributors or advertisers do not necessarily reflect the views of the publishers, the editor, the editorial advisory board, Council members or the committees and officers of the General Osteopathic Council.

The publishers reserve the right to refuse any editorial contributions or advertisements without explanation. *The Osteopath* is the copyright of the General Osteopathic Council.

The General Osteopathic Council does not endorse products or services advertised within *The Osteopath*. The publishers will accept an advertisement only on condition that the advertiser warrants that the advertisement does not contravene any legal requirements, particularly with respect to trade descriptions, copyrights, medicines, race relations and sex discrimination. The advertiser will indemnify the publishers against damages and / or expenses which the publishers may incur as a direct or indirect consequence of the advertiser's announcement. All copy is subject to the approval and acceptance of the publishers.

The publishers will not be liable for any loss occasioned by any delay in publication or the failure of any advertisement to appear from any cause, nor do they accept liability for printers' errors although every care is taken to avoid mistakes.

Cancellations: notification in writing is required not less than 3 weeks prior to the copy date. The publishers reserve the right to reproduce material already held if new advertisement copy is not supplied by the due date. Wealden Printing act on behalf of the General Osteopathic Council with regard to advertising sales for *The Osteopath* magazine.

