

SEBRA NEWS W2

Advertising Rates and Sizes September 2016

SEBRA - THE SOUTH-EAST BAYSWATER RESIDENT'S ASSOCIATION
WWW.SEBRA.ORG

This document provides all of the information needed by advertisers in **SEBRA NEWS W2**

From the Spring of 2014 the magazine has been produced in conventional A4 format, with its pages 297mm high by 210 mm wide.

Outside margins are set at 13.5mm and inside margins are set at 16.5mm. This results in a page area measuring 180mm wide and 270mm high.

A 3mm bleed area is used throughout the magazine, with copy laid over three columns, each of which is separated by a 4.5 mm gutter. Columns are therefore 57mm wide.

This document, itself on A4 pages, shows standard sizes and specifications for advertisements well as our current advertising rates.

Background Information

SEBRA NEWS W2 is published three times a year by SEBRA, the South-East Bayswater Residents' Association. It is distributed free of charge to all members and many other readers.

SEBRA itself is a highly-respected local association run by volunteers. Membership is open to individuals, families and businesses, whether resident in Bayswater or not. It is a non-political and non-profit making organisation.

Each issue contains full colour pages in a 4 page card cover, packed with interesting articles and news on local affairs in Bayswater and the surrounding area plus content of general interest.

Most advertisers are regulars; they tell us that this is both because business is gained from readers, and also that they are happy to be involved with a very successful and influential local organisation, with an enviable reputation.

SEBRA NEWS W2 is highly respected at City Hall, HQ of Westminster City Council, and has a strong reputation as a campaigning publication; its influence is felt far wider than just within the confines of SEBRA's geographical membership area.

The magazine is read by at least 2,500 people, a number derived from SEBRA's individual and corporate members, plus local businesses and the councillors, officers and staff of Westminster City Council. It is also distributed to GLA and TfL members and staff as well as to our local members of parliament.

Enquiries, Bookings and Advice

Please contact the Editor, Steve Olive on 07786 066141 or email editor@sebra.org.uk

Size Examples

The following pages contains examples of our standard advertisement sizes.

We can usually accommodate variations on these sizes but please discuss your requirements with before commissioning or supplying your artwork.

Available Advertisement Sizes:

- Full-page with bleed
- Full-page
- 1/2 page - Landscape format only
- 1/3 page - Landscape or portrait format
- 1/4 page - Portrait format only
- 1/5 page - Landscape format only

Example of a full-page advertisement with bleed - shown opposite.

Such advertisements extend to the edge of the page and should be supplied at A4 size with a 3mm bleed area to allow for trimming when the magazine is printed.

Full page adverts do not feature section information, page numbers or the SEBRA web address and will normally be placed on a right hand page (other than the inside cover page).

An A4 page measures 210mm (w) x 297mm (h)

The size therefore required, allowing for the bleed area is 216mm (w) x 303mm (h)

Cover advertisements MUST be supplied with a bleed area

FULL-PAGE WITH BLEED

Standard rate: £400.00
(£600.00 for a cover page)

Example of a full-page advertisement - shown opposite

These advertisements fill the standard content area of the page, and therefore include a white margin. We make every effort to place such advertisements on a right hand page.

Full-page advertisements will not feature a section header but they will feature a page number and magazine issue information or the SEBRA web address as shown.

An A4 full-page advertisement should be supplied at 180mm (w) x 270mm (h)

Example of a half-page advertisement - shown below

These advertisements fill half of the standard content area of the page and therefore include a white margin.

The page they are placed on will feature a section header, a page number and magazine issue information or the SEBRA web address as shown.

An half-page advertisement should be supplied at 180mm (w) x 135mm (h)

HALF-PAGE

Standard rate: £200.00

FULL-PAGE

Standard rate: £360.00

THIRD PAGE PORTRAIT

Standard rate: £160.00

THIRD-PAGE LANDSCAPE

Standard rate: £140.00

Example of a third-page advertisement - shown opposite

These advertisements fill one third of the standard content area of the page and therefore include a white margin. We can accept advertisements at this size in either portrait or landscape format.

We do however prefer landscape format as it allows us to lay out our pages more easily and for that reason the landscape format is charged at a lower rate.

The page that third-page advertisements are placed on will feature a section header, a page number and magazine issue information or the SEBRA web address as shown.

**Third-page advertisement should be supplied at 180mm (w) x 86mm (h)
OR 176mm (h) x 116mm (h)**

Example of a quarter-page advertisement - shown opposite

These advertisements fill one quarter of the standard content area of the page, and therefore include a white margin.

The page they are placed on will feature a section header, a page number and magazine issue information or the SEBRA web address as shown.

A quarter-page advertisement should be supplied at 87.5mm (w) x 132.5mm (h)

QUARTER PAGE

Standard rate:
£120.00

Example of a fifth-page advertisement - shown below

These advertisements fill one fifth of the standard content area of the page and therefore include a white margin.

The page they are placed on will feature a section header, a page number and magazine issue information or the SEBRA web address as shown.

A fifth-page advertisement should be supplied at 180mm (w) x 50mm (h)

FIFTH-PAGE

Standard rate: £80.00

Advertising Rates 2016

Covers	213mm (w) x 303mm (h)	£600.00
Full Page with Bleed	213mm (w) x 303mm (h)	£400.00
Full Page	180mm (w) x 270mm (h)	£360.00
Half Page	180mm (w) x 135mm (h)	£200.00
Third Page (Portrait)	180mm (w) x 86mm (h)	£160.00
Third Page (Landscape)	116mm (w) x 176mm (h)	£140.00
Quarter Page	87.5mm (w) x 132.5mm (h)	£120.00
Fifth Page	180mm (w) x 50mm (h)	£80.00

Artwork Requirements

Professional standard artwork is preferred, although we can prepare simple artwork for advertisers, normally free of charge. Please call to discuss.

Artwork should be to the correct size, with any images to 300 dpi and in CMYK format. It can be accepted in most conventional electronic artwork formats—ideally it should be supplied as a 'Press Quality' PDF.

Discounts

We offer a 10% discount to any advertisers booking a sequence of three advertisements. (Such advertisements do not need to include the same content each time). The discounts will be applied when the third advertisement is invoiced.

Payment Terms

Advertisers are invoiced within one week of publication and payment is due within 28 days of the invoice date. Payment details are provided on our invoices, and whilst we prefer electronic payment, we are happy to accept cheques made payable to SEBRA.

Important - Existing Advertisements

Many of our existing advertisers use advertisements that do not conform to the dimensions shown on these pages. That does not present us with a problem and we are happy to continue to publish them as required.

However, should such advertisers be considering a redesign then we ask that you consider providing your new advertisement in one of the sizes shown here.

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