



Digital & Print* Edition

*Print Edition Commencing in February 2014

Advertisement Size	Digital	Digital+Print*
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Specific Positions

Title (Exclusice)	£1195	£1995
Double Spread	£1195	£1995
Outside Back Cover	£995	£1595
Inside Front Cover	£895	£1495
Inside Back Cover	£795	£1295
Other preferred positions +10%		

Regular Display

Full Page	£695	£1095
1/2 Page	£495	£695
1/3 Page	£395	£525
1/4 Page	£295	£425
1/8 Page	£195	£250
1/12 Page	£155	£175

Classified Ads

C-Ad-A - Up to 10 Words	£20	£20
C-Ad-B - Up to 20 Words	£30	£30
C-Ad-C - Up to 30 Words	£35	£35
C-Ad-D - Up to 40 Words	£40	£40

Business Directory

Normal Listing	£60	£100
Featured Listing	£120	£200

Discounts

3 issues	10%	5%
4-6 issues	20%	15%
7-12 issues	30%	25%

Exclusive Insertion

Exclusive Insertion can be ordered at 500% rate

Agency Commission

Agencies will receive 10% on all orders

Website

All sizes are given in pixels

Advertisement Size	Rate
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Website Banners

Corner Peel Ad (500x500)	£ 995
Top Banner (728x90)	£ 750
Article Top/Bottom Banner (600x60)	£ 750
Homepage Video Ad (300x200)	£ 750
Inside Pages Video Ad (300x200)	£ 500
Homepage Leaderboard (970x90)	£ 650
Homepage Leaderboard (728x90)	£ 500
Homepage Full Banner (468x60)	£ 400
Inside Pages Full Banner (468x60)	£ 300
Homepage Medium Rectangle (300x250)	£ 250
Homepage Half Banner (234x60)	£ 200
Homepage Skyscraper Large (300x600)	£ 650
Inside Pages Skyscraper Large (300x600)	£ 500
Homepage Skyscraper (160x600)	£ 400
Inside Pages Skyscraper (160x600)	£ 300
Square Button (125x125)	£ 150

Web Classified Ads

1 Credit - 30 Days FREE Listing	FREE
2 Credits - 60 Days Listing	£30
3 Credits - 90 Days Listing	£50

Web Business Directory

Normal Listing	FREE
Featured Listing	£100

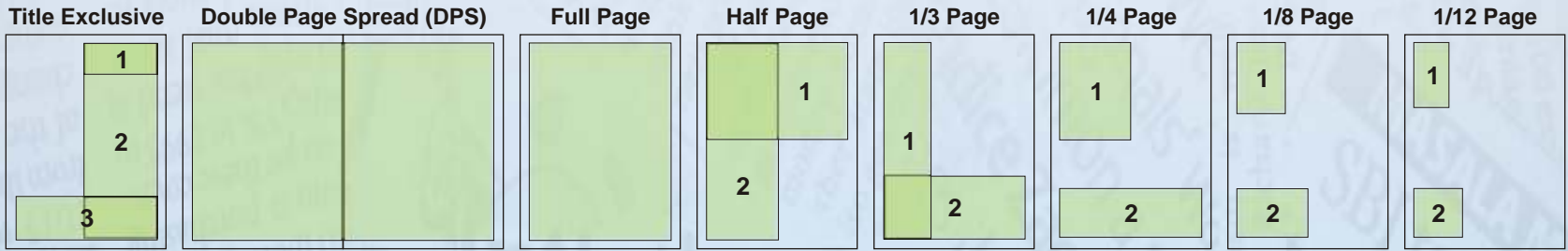
Web Display Ads

Standard Ad (500x500)	£50
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Discounts

All above rates are for 30 days booking period.			
60 Days Booking	5% Less	90 Days Booking	10% Less
180 Days Booking	20% Less	365 Days Booking	35% Less

Advertisement Sizes and Specifications



Page Size

Image Area	222 mm 285 mm
Full Page	204 mm 266 mm
Full Page with bleed	204 mm 266 mm
Double Page Spread (DPS)	210 mm 272 mm
DPS with Bleed	426 mm 266 mm
1/2 Page Vertical	450 mm 291 mm
1/2 Page Landscape	102 mm 266 mm
1/3 Page Vertical	204 mm 132 mm
1/3 Page Landscape	66 mm 266 mm
1/4 Page Vertical	204 mm 88 mm
1/4 Page Landscape	102 mm 132 mm
1/8 Page Vertical	204 mm 66 mm
1/8 Page Landscape	50 mm 132 mm
1/12 Page Vertical	102 mm 66 mm
1/12 Page Square	50 mm 88 mm
	66 mm 66 mm

Title Exclusive

1/2 Vertical	102 mm 266 mm
1/2 Landscape	204 mm 132 mm
1/3 Vertical	66 mm 266 mm
1/3 Landscape	204 mm 88 mm

Classified Section

Classified Ad-A	Up to 10 Words
Classified Ad-B	Up to 20 Words
Classified Ad-C	Up to 30 Words
Classified Ad-D	Up to 40 Words

Business Directory

Normal Listing	100 mm 52 mm
Featured Listing	204 mm 52 mm

Sizes of the Web Banners are mentioned in Pixels on 1st Page

Cancellations:

Must be confirmed in writing by the 10th day of preceding month.

Deadlines:

15th day of month preceding publication. The Publishers reserve the right to repeat copy when copy is overdue.

Maximum term for any contract is 12 months. The Publishers or an advertiser may at any time and with notice (prior to cancellation date) cancel an advertising contract. Conversely, advertisers will be surcharged if within a 12 months period from the signing of the contract they do not use the amount of space specified.

The Publisher, while taking every precaution will not be held responsible for errors or omissions.

If the advertising contract is cancelled by the advertiser, the advertiser shall pay for all past insertions at the rate applying to the amount of space used and a surcharge will be made accordingly.

Advertisers will be rebated if within a 12 month period from the signing of the contract they have used sufficient additional space to warrant a lower rate than that specified in the contract.

Taxi Private Hire Magazine is distributed free to persons in the taxi industry, an established concentration of motorists who cover over 563,000,000 kilometres each year.

We accept the following file formats:

- PDFs must be press ready high resolution
- TIFF or JPEG (300dpi)
- EPS - If your eps contains type make sure you convert all type to outlines.

We do not accept the following:

InDesign, Illustrator, Photoshop, CorelDraw, Excel, Freehand, Pagemaker, Publisher and Powerpoint files CANNOT BE ACCEPTED!

Word document files can be accepted for TEXT ONLY.

Colours:

CMYK only (do not supply files with RGB, LAB or Pantone colours). It is recommended that all black type be made up using process black only, not four colours.

Resolution:

300dpi at 100% print size.

Bleed:

For full page advertisements please allow at least 6mm bleed on all sides. All other size ads do not need to be supplied with bleed.

Delivery of material:

- Files or links to files, can be emailed
- Zipped files are acceptable.

If you have queries please contact the **Taxi Private Hire Magazine** production department or email us at info@tphm.co.uk