



Plant & Equipment Professional



# Advertising Rates & Guidelines

Advert Description	Dimensions (in mm) <i>3mm bleed should be added to all edges of adverts</i>	Cost (in £)	Design Cost (in £)
<b>Front Cover</b> <i>Supplied image only, no text</i>	210(w) x 214(h)	1200	Na
<b>Back Cover</b>	210(w) x 297(h)	900	700
<b>Double page</b>	420(w) x 297(h)	1000	800
<b>Full page</b>	210(w) x 297(h)	600	700
<b>Standard half page</b>	210(w) x 130(h)	450	500
<b>Column half page</b>	105(w) x 274(h)	450	500
<b>Quarter page</b>	105(w) x 130(h)	300	250
<b>Banner strip</b> <i>featuring on 50% of pages in PEP</i>	210(w) x 12(h)	1500	250
<b>Banner strip</b> <i>featuring on every page in PEP</i>	210(w) x 12(h)	2500	250
<b>Business card</b>	84(w) x 43(h)	175	175

## GUIDELINES:

### Bookings & Publication dates

PEP is published bi-monthly in Feb, Apr, Jun, Aug, Oct and Dec. The copy deadline is 15th of the preceding month. It is advisable to make bookings one month prior to insertion date.

### Artwork Deadline

Artwork to be delivered in digital format by 15th of the preceding month.

### Software

Indesign (CS4) / Illustrator (CS4) / Photoshop (CS4).

### Format

Please supply your artwork, to comply with the following specification and ensure they are supplied to the correct size:

Pass for press PDF Version 1.4 or below, PDF's must be PDF-X1A:2001 Compliant, EPS, TIFF or Jpeg (300dpi) These are locked files and cannot be altered once received.

Colours / images converted to CMYK and spot turned off (no Pantone colours or RGB). Photoshop images to be placed at 100% - 300dpi. Quark / Illustrator and Freehand

eps's must have fonts converted to paths (Outlined). Layers and transparencies should be flattened in Photoshop, Illustrator and Indesign. Please ensure the above instructions are complete, then use PDF/X-1a:2001 job options/settings.

### E-mail

If the file is under 10mb, please send to: pep@operc.com or please contact us if your file is larger than 10mb.

### Courier & post

On-Track Multimedia, PO Box 5412, Dudley, West Midlands, DY1 9HJ.