

The magazine for Scotland's General Practitioners and Primary Care teams

Primary CARE

SCOTLAND

MAGAZINE ADVERTISING

COPY AND PRODUCTION SCHEDULE 2010 - 2011

For information on copy and production dates please contact
Ann Craib on 0141 560 3021 or email ann.craib@connectmags.co.uk

ADVERTISING COSTS

Size	1 Insertion	3 Insertions	6 Insertions
Double page spread	1300	1170	780
Full page	750	675	600
Half double page spread	700	560	490
Half page	400	360	320
Quarter page	250	225	200
Eight page	75	68	60

**Prices are exclusive of VAT. All adverts are full colour.*

Rates for alternative sizes and other special requirements by negotiation.

Inserts are accepted, either loose or bound in.

CANCELLATION NOTICE

12 weeks prior to digital file deadline. If a cancellation results in an advertiser failing to reach agreed insertion levels to qualify for a series discount, the advertiser will be invoiced by the publisher accordingly.

SPECIAL POSITIONS

Outside front cover

1 Insertion	£950
3 Insertions	by negotiation
6 Insertions	by negotiation

Inside front cover

1 Insertion	£950
3 Insertions	£855
6 Insertions	£760

Inside back cover

1 Insertion	£850
3 Insertions	£765
6 Insertions	£680

Outside back cover

1 Insertion	£1000
3 Insertions	£900
6 Insertions	£800

Centre Spread

1 Insertion	£1500
3 Insertions	£1350
6 Insertions	£1200

Other Guaranteed positions

Add 10% to standard size rates

See overleaf for dimensions and technical details

COPY DATES

PRIMARY CARE SCOTLAND MAGAZINE COPY DATES 2010

MARCH-APRIL

Copy date 01 Mar 10

MAY-JUNE

Copy date 05 May 10

JULY-AUG

Copy date 04 Jul 10

SEPT-OCT

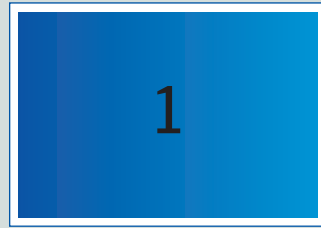
Copy date 02 Sept 10

NOV-DEC

Copy date 14 Nov 10

PRODUCTION INFORMATION

(All sizes are stated in millimetres and width x height)



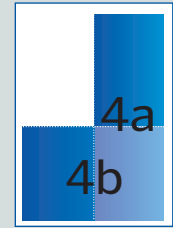
1 Double page spread
390x267 Text area
426x303 Bleed area
420x 297 Trim area
(All sizes include 20mm central gutter)



2 Full page
180x267 Text area
216x303 Bleed area
210x297 Trim area

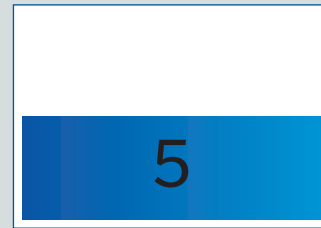


3 Front cover
134x190 Trim area

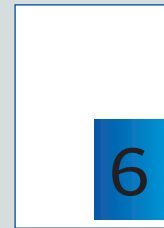


4a Half page Portrait
88x267 Trim area

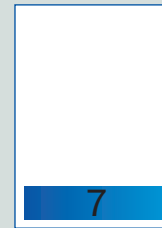
4b Half page Landscape
180x130 Trim area



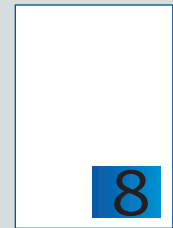
5 Half double page spread
410x131 Text area
(All sizes include 20mm central gutter)



6 Quarter page
88x130 Trim area



7 Quarter page landscape
180x63 Trim area



8 Eighth page landscape
88x63 Trim area

ARTWORK SUBMISSION AND DELIVERY

All artwork supplied should include:

- a flightcheck report
- a job sheet confirming size, month of publication and sender's contact details
- a hard copy proof, i.e. a colour laser copy.

For artwork under 7MB, the preferred method of delivery is email. Artwork can be sent to ann.craib@connectmags.co.uk

Files greater than 7MB can be sent via mailbigfile.com to paul@connectcommunications.co.uk or by FTP by arrangement.

Name your advert job folder using the following code: DS_Advertisername_MM.

Connect Publications cannot accept responsibility for files supplied incorrectly, outwith specification, or supplied beyond the copy deadline.

ARTWORK SPECIFICATION

Preferred file formats include:

Quark/Illustrator EPS/Freehand EPS (using outline/embedded fonts); Adobe Photoshop TIFF or EPS (no ZIP, LZW or JPEG compression); Adobe PDF using 'PDFx1a' or 'Pass for Press' job options* (please include crop marks and bleed if necessary).

Guidelines: All files used must have a minimum resolution of 300dpi and set for CMYK output.

All adverts must be correct in size and full page adverts must include 3mm bleed on all sides.

Colour quality: Embedded colour profiles and tailored colour settings are not supported. We cannot accept responsibility for exact colour reproduction. However we will endeavour to colour match any artwork supplied with a colour match proof.

*Job options are available at www.pass4press.com

ADVERTISING CONTACT

Please direct all Display sales enquiries to: **Ann Craib, advertising sales manager**
Tel: 0141 560 3021 Fax: 0141 561 0040
or email: ann.craib@connectmags.co.uk

PRODUCTION CONTACT

Please direct all production queries to: **Paul McGinnity, designer**
Tel: 0141 560 3014 Fax: 0141 561 0400
paul@connectcommunications.co.uk

SPONSORED EDITORIAL

Sponsored editorial is also available on request by calling Ann on 0141 560 3021 or by emailing ann.craib@connectmags.co.uk