

BIKEBIZ: Ratecard & print specs

ADVERTISING RATES

AD DESCRIPTION	£
Exclusive front cover	1,950
Double page spread	1,475
Outside back cover	1,150
Inside front cover	960
Inside back cover	920
Full page	850
2 page thick stock	2,450
4 page hard centre (1x Fp, 1x Dps, 1x Fp)	3,450
1/2 page horizontal	525
1/2 page vertical	525
Book-ends (2x 1/2 vert on DPS)	1,195
Single page strip	350
1/4 page	275
1/4 page marketplace	175
Contents page box	325
Page tip-on (plus postage)	1,875
Loose inserts (plus postage at £195 per 10g)	475

Registered agency 10% discount

All prices are exclusive of VAT at 20%. Payment terms are strictly 30 days from date of invoice, only with an approved account.

All overseas advertisers will be required to make payment in full by credit card, prior to publication.



Richard Setters
Sales Executive

Call Rich for other sizes, positions and advert execution possibilities

Tel: 01992 535647
rsetters@nbmedia.com



PLEASE SEND ALL ADVERT FILES TO:
eparker@nbmedia.com

AD SIZE: TRIM, BLEED & TYPE AREA

NOTE: Leave 154mm x w236mm space at top for the BB masthead



EXCLUSIVE FRONT COVER

Trim: W 230mm x H 315mm
Type: W 206mm x H 290mm
Bleed: W 236mm x H 321mm



FULL PAGE

Trim: W 230mm x H 315mm
Type: W 206mm x H 290mm
Bleed: W 236mm x H 321mm



DPS SPREAD

Trim: W 460mm x H 315mm
Type: W 440mm x H 314mm
Bleed: W 466mm x H 321mm

NOTE: These pages must be supplied as separate page files including cropmarks and bleed



4 PAGE HEAVY STOCK

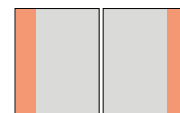
(1x Fp, 1x Dps, 1x Fp)
Trim: W 230mm x H 315mm
Type: W 206mm x H 290mm
Bleed: W 236mm x H 321mm



Trim: W 460mm x H 315mm
Type: W 440mm x H 314mm
Bleed: W 466mm x H 321mm



Trim: W 230mm x H 315mm
Type: W 206mm x H 290mm
Bleed: W 236mm x H 321mm



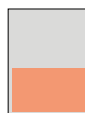
BOOK ENDS

Trim: W 55mm x H 315mm
Type: W 42mm x H 290mm
Bleed: W 58mm x H 321mm



HALF PAGE (VERTICAL)

W 101mm x H 290mm



HALF PAGE (HORIZONTAL)

W 206mm x H 142mm



QUARTER PAGE

W 100mm x H 142mm



MARKETPLACE QUARTER PAGE

W 103mm x H 134mm



STRIP (HORIZONTAL)

W 206mm x H 40mm
Bleed: W 236mm x H 43mm



SUPPLIED FILE REQUIREMENTS:

- Our preferred digital file format is a Press Optimized PDF.
- Pdfs are to be supplied to PDF X-1a 2001 specifications, which can be found on PPA's Pass4Press website: www.ppa.co.uk/resources/guides-and-standards/production/pass4press/.
- Pdfs must be supplied as composite CMYK with 3mm bleed, cropmarks and not contain True Type/Multiple Master fonts.

FLATTEN ALL TRANSPARENCIES

- Acceptable image file formats are: .tif or .jpg @ 300dpi, CMYK.

NewBay Media will not be responsible for any error occurring if the pdf is not supplied to the above specifications.

SUPPLYING ADVERT FILES:

- All Advertisements must be supplied digitally.
- Files under 10MB can be supplied on e-mail. Any larger files must be supplied on disk, a clients ftp site or another file sending website.
- All clients are requested to supply a colour proof of their advertisement.