

The BUSINESS Magazine

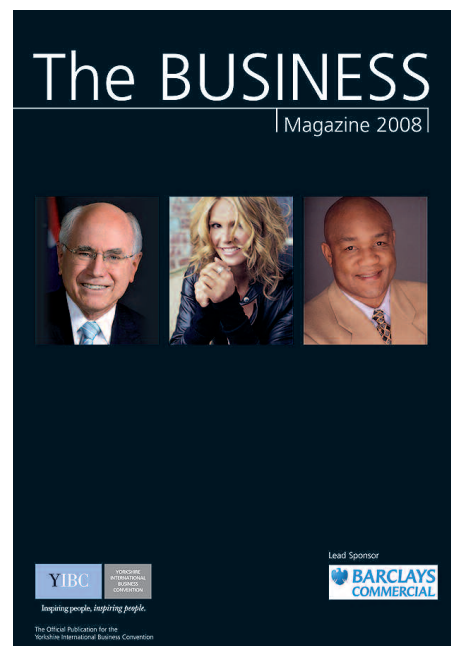
Advertising Specification

An advertisement in the The Business 2009 has a receptive and influential readership. The Yorkshire International Business Convention attracts over 2000 leading business figures and key decision-makers including CEO's, CFO's and a broad spectrum of professionals.

The Business 2009 Magazine is issued to every delegate. It is an influential publication with advertorials and spotlight features giving you the opportunity to introduce your company and its services to every single attendee.

For further information & advertisement sales contact
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Advertising rates and Specification

Advertising

Inside Front Cover	<p>Inside Front Cover Type: 261x174mm Trim: 297x210mm Bleed: 303x216mm Full Colour: £2,000</p>
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<p>Inside Back Cover Type: 261x174mm Trim: 297x210mm Bleed: 303x216mm Full Colour: £2,000</p>	Inside Back Cover
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Outside Back Cover	<p>Outside Back Cover Type: 261x174mm Trim: 297x210mm Bleed: 303x216mm Full Colour: £2,000</p>
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Full Page	<p>Full Page Type: 261x174mm Trim: 297x210mm Bleed: 303x216mm Full Colour: £900</p>
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Spotlight feature

Double Page	<p>Double Page Type: 348x261mm Trim: 420x297mm Bleed: 426x303mm Full Colour: £1,500</p>
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Spotlight feature technical specification

Copy: To be supplied as a word document and not to exceed 600 words.
Images: To be supplied high resolution and not to exceed 3 in total
Logos: Must be supplied (high resolution jpeg format) CD, email or ISDN

Advertorial

Double Page	<p>Double Page Type: 348x261mm Trim: 420x297mm Bleed: 426x303mm Full Colour: £1,800</p>
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Full Page	<p>Full Page Type: 261x174mm Trim: 297x210mm Bleed: 303x216mm Full Colour: £1,000</p>
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Advertorial technical specification

Copy: To be supplied as a word document and not to exceed 400 words.
Images: To be supplied high resolution and not to exceed 2 in total
Logos: Must be supplied (high resolution jpeg format) CD, email or ISDN

Advertising Deadline: Friday 24th April 2009 - Please send advertisement copy to:

Jane Appleby - Tel: +44 (0)1943 870054 Fax: +44 (0)1943 870142 ISDN: 01943 871220 Email: jane.appleby@tebays.co.uk

Tips for supplying *your work*

We can accept artwork on CD, DVD, or via ISDN, emails of up to 10mb can also be accepted. Files may be compressed if necessary. Please supply hard copy and pdf for visual representation. If the job requires folds, trims, perforations or cutter please mark on the proofs and supply a mock-up.

Artwork

Artwork should be supplied in either Quark Xpress (version 6.5 or below), Adobe Photoshop (version CS2 or below), Adobe Illustrator (version CS2 or below), Freehand (version MX or below) formats or Adobe Indesign.

We cannot accept finished artwork in either Word or Publisher formats.

All artwork should be in CMYK colour (not RGB) or in relevant spot colours, images should be 350 dpi and CMYK. All trap, overprint and knockout information within Quark Xpress must be correct when the artwork is supplied. Text boxes should be unlinked and page numbers should not be automated as this can cause reflow when the artwork is set up for print.

If supplying Quark, Illustrator, Freehand or Indesign documents with placed images these images should preferably be in jpg format saved as maximum quality. Also to reduce file size please ensure the images have not been scaled below 75%.

pdf's

Please be aware that alterations cannot be made to files supplied as PDFs. If a print ready pdf is provided then trim marks and bleed must be included, colours should be unchanged, images set to the highest quality and saved as single pages not spreads.

Supplied logos

All logos should be supplied in Illustrator, Photoshop or Freehand (see above for relevant versions). They should be high resolution (300dpi) or vectorised.

Fonts

When supplying artwork all fonts used within the job must be supplied. Alternatively text should be converted to outlines.

Bleed

Please include at least 3mm bleed on all artwork.

file formats

We can accept JPEG , TIFF, EPS and BMP file formats.

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Jane Appleby - Tel: +44 (0)1943 870054 Fax: +44 (0)1943 870142 ISDN: 01943 871220 Email: jane.appleby@tebays.co.uk