

# Advertisement Rates

## Advertising Rates for 2007

Full Page	No. of Insertions			
	1	3	6	10
Black & White	£1865	£1810	£1750	£1685
Two Colour	£2010	£1960	£1895	£1830
Four Colour	£2610	£2555	£2495	£2440

Half Page	No. of Insertions			
	1	3	6	10
Black & White	£1220	£1170	£1120	£1065
Two Colour	£1370	£1320	£1265	£1215
Four Colour	£1830	£1775	£1725	£1670

Quarter Page	No. of Insertions			
	1	3	6	10
Black & White	£575	£535	£515	£495
Two Colour	£720	£680	£660	£635
Four Colour	£1040	£1000	£975	£955

### Additional Charges

Facing Matter Guaranteed	£155
Guaranteed Page Position	£165
Solus	£825

### Cover Premium

Outside back	+12%
Inside Back	+12%

## For advertisement sales enquiries please contact:

### DFA Media Ltd

#### Head office

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### Midlands, North & Scotland Office

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Datafiles	1	3	6	10
	£270	£255	£245	£235

### Products & Services Directory

Boxed entry: £1000 per annum for 10 issues  
or £120 per month

### Bound-in-Product Card

Mono £785, Colour £1030, D & C Licence No. £80

### Appointments

£30 per s.c.c. (min 6cm)	Box no. £45 extra
Display (mono)	Quarter Page £520
	Half Page £880
	Full Page £1615

**Gatefold Front Cover** (max 2 per company) - £8150  
3 pages + front cover window.

**Front Cover** (max 2 per company) - £4730  
Inside front + front cover window.

**Inserts** Prices for both loose and bound-in inserts are available on request and are dependent on size and weight.

### Germany

#### Victoria Hufmann

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### North America

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# Drives & Controls