

# BAPOMag Advertising

Monday, 03 December 2007

Last Updated Friday, 18 December 2009

The magazine has nine A4 slots available (landscape or portrait format) made up of two A4 black & white slots and seven A4 full colour slots. If necessary, advertising space may be increased to a maximum of eleven A4 slots at the Editor's discretion. Also one A4 loose-leaf insert is available within any single BAPOMag publication. Please note that space tends to sell very quickly and you are encouraged to book early to avoid disappointment. A free complimentary copy of BAPOMag is inclusive in advertising prices quoted. If you are interested in utilising the magazine as an advertising platform to expose a product, short course or any other information, you are invited to complete and return the booking form to the BAPO Secretariat. Acceptance of orders will be confirmed by BAPO in writing and is on a "first-come, first-served" basis. BAPO operate a Professional Courtesy Policy for existing advertisers, which allows them to retain their existing advertising slots. Reservations for three issues will take priority over reservations for one issue.

## Advertising Availability and Price List

COLOUR	BLACK AND WHITE	3 ISSUES	1 ISSUE	3 ISSUES	1 ISSUE	(A4 Landscape)
A5 Landscape only)(A4 Landscape or Portrait						
A5 Landscape Only)(A4 Landscape or Portrait						
A5 Landscape only)(A4 Landscape or Portrait						
A5 Landscape Only) A4A5SA4A5SA4A5SA4A5S	Outside Front					
CoverN/AN/AN/AN/A£1,235N/AN/AN/AN/AN/AN/A	Outside Back					
Cover£1,166N/AN/A£1,235N/AN/AN/AN/AN/AN/AN/A	Inside Back					
Cover£1,086N/AN/A£1,166N/AN/AN/AN/AN/AN/AN/A	Inside Front					
Cover£1,086N/AN/A£1,166N/AN/AN/AN/AN/AN/AN/A	Inside					
Page£937£458£239£1,006£503£251£399£193£101£468£239£125	Loose Leaf					Literature Insert£1099 One A4 P
Insert/1 CD Insert &ndash; (If you book 3 issues)	£1166 One A4 Page Size Insert /1 CD Insert&ndash; (If you book 1					issue)
Centre Pull-out£3075 per issue (2 A4 Ads)						

NB: Prices Quoted Are Per Issue & Exclude Value Added Tax

Prices valid Jan &ndash; Dec and subject to Annual increase

(A VAT invoice will be issued following distribution of each publication, together with a free complimentary copy of BAPOMag)

## General Information

Please send any electronic artwork to the BAPO Secretariat and to Keith Smith at the email address below. Please note that one hard copy of your advert content should be forwarded to the BAPO Secretariat for proof-reading purposes. The other hard-copy should accompany your electronic artwork submission directly to the printing contractor by the deadline, addressed as follows:-

Attention: Keith Smith, BAPOMAG Advertising Artwork15 Myrtle Crescent, Bilston, Midlothian EH25 9RU

If you require further clarification on artwork format specification and/or submission guidelines in respect of advertising via cover and inside pages please contact:- Keith Smith, Tel: 07917 640172 Email: keith@heavyfresno.com

Format Specification Requirements &ndash; Please see booking form

## Loose Leaf Insertions

The maximum number of loose-leaf inserts which BAPO will accept is ONE, single, A4 sheet per publication. The weight of your insert should not exceed 60g otherwise excess postage will apply. It is the advertiser's responsibility to ensure BAPO receives and approves a hard-copy of your loose-leaf insert prior to distribution. Advertisers are requested to provide 1000 inserts directly to our distributors, The Fulfilment factory (address below) by the relevant artwork submission deadline date. Please address your package as follows:- Attention: Arlene Maben, BAPOMAG Loose Leaf Inserts,Edinburgh Mailing Services Limited, Unit 24 New Broompark, Edinburgh, EH5 1RS

Download Advert booking form here