

Magazine:

Display		Full colour display adverts to promote you company.	1+	3+ (each)	10+ (Each)
Full page	210mm x 297mm	Full colour display advert (premium positions can be requested at extra cost)	£715.00	£595.00	£550.00
Half Page	200mm x 125mm or 98.5mm x 297mm	Full colour display advert	£415.00	£350.00	£300.00
Quarter Page	98.5mm x 125mm	Full colour display advert	£245.00	£210.00	£190.00
Eighth Page	100mm x 63mm	Full colour display advert. Location is restricted	£125.00	£100.00	£75.00
Sixteenth Page	50mm x 63mm	Full colour display advert. Location is restricted	£75.00	£65.00	£50.00
Category Sponsor	30mm x 98mm max	(Half page width) advert placed in a specific category	£199.00	£99.00	£75.00
Footer	20mm x 210mm	Full colour the bottom of the page.	£250.00	£150.00	£100.00

Inserts		Insert your literature and send it to our subscribers. From 1000 to a complete run.			
Loose Inserts	180mm x 277mm Max	Cost per '000 (minimum weight applies to single leaf inserts)	£95.00	n/a	n/a
Selective Loose Inserts	To specific demographics	One off setup fee	£80.00	n/a	n/a

Directory		Pages to the back of the magazine where people can find useful contact details			
Directory 2	2 line	Company Name & Telephone number	n/a	n/a	£200.00
Directory 4	4 line	Company Name, Telephone Number, Email address & Web site	n/a	n/a	£300.00
Directory Logo	4 line + Logo	Company Name, Telephone Number, Email address & Web site + Logo	n/a	n/a	£400.00

On-line:

Links & Banners		Various places where you advertise your website, service or product using both static and animated banners	1+	3+	12+
tv-link	Text	Link to your web site from the tv-links page. Primarily for Search engine traffic	n/a	n/a	£175.00
Side Banner	150 x 75 pixels static	Link to your web site from any page on the tv-bay website. Monthly stats available	n/a	n/a	£900.00
Side Banner	150 x 150 pixels static	Link to your web site from any page on the tv-bay website. Monthly stats available	n/a	n/a	£1,350.00
Side Banner	150 x 300 pixels static	Link to your web site from any page on the tv-bay website. Monthly stats available	n/a	n/a	£2,250.00
Side Banner (right)	95 x 95 static or animated	Link to your web site from any page on the tv-bay website. Monthly stats available	n/a	n/a	£900.00
Centre Banner	468 x 60 pixels static or animated	Link to your web site from any page on the tv-bay website. Monthly stats available (Rotating with bottom)	n/a	n/a	£2,150.00
Centre Ear Banner	120 x 60 pixels static or animated	Link to your web site from any page on the tv-bay website. Monthly stats available (Rotating with bottom)	£250.00	£550.00	£1,320.00
Keyword Banner	100 x 100 pixels static	Link appearing on adverts where product descriptions match specific key words.	£150.00	£270.00	£795.00

Line Items		Advertise individual items of Equipment as for sale.	From		
Standard	No Picture	90 Days (6 Credits)	£3.30	n/a	n/a
Standard	With Picture	90 Days (10 Credits)	£5.50	n/a	n/a
Premium	No Picture	90 Days (12 Credits)	£6.60	n/a	n/a
Premium	With Picture	90 Days (16 Credits)	£8.80	n/a	n/a

DEALERS		For Dealers and resellers that have a high volume of items for sale. Logo on each advert and uploads before each magazine is published. Charged 10 times per annum	Monthly		
Line Items		Equipment 'for sale' uploaded to the web site and published in the equipment section of the magazine. Ideal for dealers wanting to list 20+ items on a regular basis	£200.00	n/a	n/a
Dealer Directory & Dealer Stamp	42mm x 35mm max in mag + 100 x 100 pixels online	Contact details and logo in the dealer directory of the magazine	£50.00	n/a	n/a

Electronic Direct Mail			1+	3+	12+
Daily Additions email header	468x60	Banner across the top of our additions email (At least once per week and no more than three times)	£400.00	£720.00	£1,920.00
Daily Additions email footer	468x60	Banner across the bottom of our additions email (At least once per week and no more than three times)	£250.00	£450.00	£1,200.00
Sponsored newsletter	468x60	Send your news to our readers. 13,000 + industry subscribers	£350.00	£630.00	£1,680.00

Artwork specifications

Please deliver all artwork as per the sizes specified above. Full page or double page spreads require a 3mm bleed and please observe a -5mm safe area for content/text. Please send the files as 300dpi print quality PDF or EPS and either convert the fonts to outlines or make sure that all fonts used in the files are uploaded to the server or emailed to us. Other file formats may be acceptable, please ask whether the format of your choice is supported.

Artwork delivery

For files that are not over 10Mb please email advertiser@tv-bay.com and we will confirm receipt of the file.

For large files please upload them to our FTP server using the following login details. Please email us to confirm delivery so that we can clear the server and protect your files.

Host: <ftp://www.tv-bay.com>

User: tv-bay

Password: index

Windows users: Open a windows explorer window (NOT internet explorer) and enter the host name in the address bar at the top of the screen. You will be prompted to login and once successful you can treat this as any explorer window and drag and drop files to the server. Please remember to email us once the file(s) are on the server.

Apple users: In 'finder' use 'command+K' this will then open a 'connect to server' window where you will input the host details and connect. Enter user ID and password and you should be able to view as if it were a normal drive.