

## 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	185mm x 133mm or 91mm x 277mm	Full colour display advert	£415.00	£350.00	£300.00
Quarter Page	91mm x 133mm or 210mm x 74mm	Full colour display advert	£245.00	£210.00	£190.00
Eighth Page	100mm x 63mm or 210mm x 37mm	Full colour display advert. Location is restricted	£125.00	£100.00	£75.00
Sixteenth Page	45mm x 61mm	Full colour display advert. Location is restricted	£75.00	£65.00	£50.00
Category / news / feature 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
Classified adverts	91mm x 61mm	Full colour advert in equipment section	£49	£49	£49

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
Loose Inserts	Selective	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+
Directory	Premium Upgrade	List your company in up to 10 categories + text & image upload with direct web link	n/a	n/a	£175.00
Side Banner	100 x 100 pixels static	Link to your web site from any page on the tv-bay website. Monthly stats available	n/a	n/a	£1,250.00
Side Banner	100 x 200 pixels static	Link to your web site from any page on the tv-bay website. Monthly stats available	n/a	n/a	£1,750.00
Side Banner	100 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
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	£3,250.00
Centre Ear Banner (Bottom)	120 x 60 pixels static or animated	Link to your web site from any page on the tv-bay website. Monthly stats available	£250.00	£550.00	£2,000.00
Centre Ear Banner (Bottom)	250 x 60 pixels static or animated	Link to your web site from any page on the tv-bay website. Monthly stats available	£450.00	£1000.00	£2250.00
TV-link	Text link	On links page, primarily for web Search engine optimization	n/a	n/a	£75.00



# Rate Card 2010 for tv-bay magazine & tv-bay.com



Line Items		Advertise individual items of Equipment as for sale.	From		
Advert	Single Picture	90 Days (10 Credits)	£5.00	n/a	n/a
Enhancement	Additional pictures	90 Days (2 Credits)	£1.10	n/a	n/a
Enhancement	Home Page Feature	Per Day	£2.55	n/a	n/a
Enhancement	Pump Up or Bold my advert	Add either or both per advert for the duration (price per enhancement)	£2.55	n/a	n/a

DEALER PACKAGE		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	List of equipment online	Your 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 & e-Newsletter			1+	3+	12+
email header	468x60	Banner across the top of our additions email (At least once per week and no more than three times)	£300.00	n/a	n/a
email footer	468x60	Banner across the bottom of our additions email (At least once per week and no more than three times)	£200.00	n/a	n/a
Email skyscraper	100x100	Banner up the side of the email content	£125.00	n/a	n/a
Sponsored newsletter	468x60	Send your news to our readers. 13,000 + industry subscribers	£350.00	£250.00	n/a
Digital Magazine	Corresponding with magazine advert taken	Clickable link	£150.00	£100	£50.00

## 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 [artwork@tv-bay.com](mailto:artwork@tv-bay.com) and we will confirm receipt of the file.

For large files please contact us for further directions.