

Advertising rates

Display rates: All prices exclude VAT

Full Colour

Full Page	£1100
Half Page	£895
Quarter Page	£550
Solus, Page 1	£495

Black and White

Full Page	£965
Half Page	£545
Quarter Page	£295
Solus, Page 1	£305

Classified Advertising

Black & White

Minimum 6 cm deep.
£7.96 inc VAT per column cm.

Colour

Minimum two columns wide x 5cm deep.
£10.40 inc VAT per column cm.

Special positions

On specified page or facing leading feature,
10% EXTRA.

Payment Instructions
Payment can be made through
your bankers, by TT or
Swift Direct to one of our
currency accounts with:

National Westminster Bank
plc, 10 Yorkshire Street,
Oldham. England.
Sort Code 01 06 39

Series discounts

26 insertions	12.5%
12 consecutive insertions	10%
6 consecutive insertions	7.5%
3 consecutive insertions	5%

Agency commission Less 10%

Box Numbers £5.90

English Sterling
Account No 06 911 579

US Dollar
Account No 02 654 628

All enquiries regarding advertising, editorial/press releases and subscriptions – please contact:
Tel: 0161 683 8000 Fax: 0161 683 8001 e-mail: wfair@worldsfair.co.uk

<http://www.worldsfair.co.uk>

Type Area

Double page spread

550mm wide x 370mm deep



Quarter Page Upright

127mm wide x 180mm deep



Half Page Across

262mm wide x 180mm deep



Full Page

262mm wide x 370mm deep



Half Page Upright

127mm wide x 370mm deep



One Column	40 mm
Two Columns	84mm
Three Columns	127mm
Four Columns	172mm
Five Columns	218mm
Six Columns	262mm

Mechanical Data

DIGITALLY SUPPLIED ADVERTS

PDF Files

- We request adverts in Adobe PDF format to be supplied 300 DPI and have fonts embedded.

Application Files Accepted

- Adobe Indesign or Quark Xpress, version 3 or 4 - include all screen/laser (or truetype) fonts and images.
- Images minimum 150dpi Greyscale or CMYK Tiff or JPG format only.
- Please do not send files from the web as we cannot guarantee the quality and there may be copyright issues.
- Illustrator files should be converted with all fonts converted to outlines or curves.

- When advertising data is supplied outside of that specified the data will be returned to the advertisers requesting re-supply.
- Where advertising data is supplied outside of that specified and time does not allow for correct re-supply, a surcharge will be made for the additional work required to change the advert to correct specifications.

Proofs

- Colour hard copies of the latest version of the advert should be supplied with the advertisement. In the absence of a colour proof the advert will be proofed back to the advertiser for approval. An additional surcharge will be made for this procedure.

Disc Type

- Files may be sent to us on a disc in CD format.

MAILING ADDRESS

All copy should be sent to:
 The World's Fair Limited,
 3rd Floor,
 Hollinwood Business Centre,
 Albert Street,
 Oldham OL8 3QL,
 England.
 Tel: +44 (0) 161 683 8000
 Fax: +44 (0) 683 8001
 Email: wfairworldsfair.co.uk



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