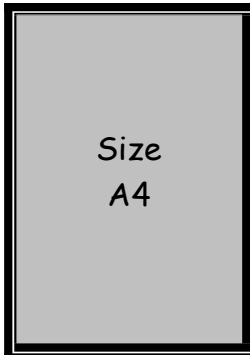
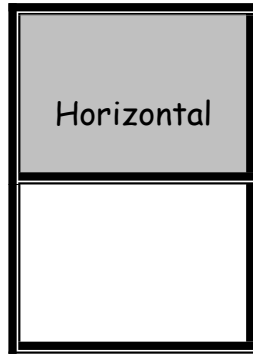


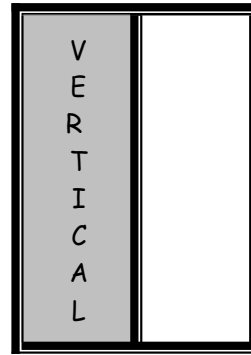
Appropriate Technology Advertising Rates



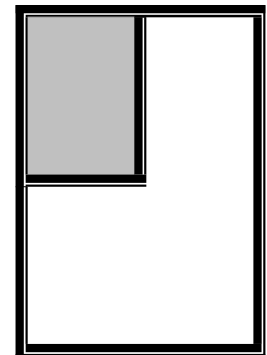
Full Page (A4)



Half page



Half page



Quarter page

£=GBP	Display advertising rates per entry		\$=USD
Size	Type area (mm)	4-colour	
Full page A4 size*	Bleed size 305 x 218 Type area 254 x 178	£600/\$900	
½ page	124 x 178 (Horizontal) or 254 x 86 (Vertical)	£390/\$585	
¼ page	124 x 86 (Portrait)	£250/\$375	
Cover positions – Inside front; Outside back & Inside back			
Full page	Bleed size 305 x 218 Type area 254 x 178	£750/\$1125	

- *A4 size:** Trimmed Size 297mm high & 210mm wide
- Series Discounts:** 3-series 10% and 4-series 20%
- Bleed:** No extra charge
- Frequency:** Quarterly (End of March, June, September & December)
- Copy Date:** 15th of the middle month in each quarter (e.g. 15th Feb for March issue)
- Cancellations:** Accepted at least 6 weeks prior to publication
- Elect. Media:** **Must** be TIFF, EPS or JPEG format, minimum 300 dots per inch resolution (most software will export to these formats)*.
- Proofs:** **Must** be supplied – accurate colour proofs if colour accuracy is required.

- Note that we cannot accept liability for the quality of published advertisements if advertising materials are supplied in any other format.
- Rates shown are excluding VAT if applicable

