



DV8 MAGAZINE CLAPHAM RATE CARD

the costings			
Advertising space	On-publication	14 days credit	Cover rates
Double page spread	£1750	£1800	Back cover £1650
Full page	£900	£950	Inside back £1100
Half page	£475	£520	Inside front £1200
Quarter page	£255	£295	IFC DPS £1900
DPS Banner	£650	£700	Centre DPS £2000
Fireplace in gallery	£600	£675	

the series bookings		prices based on payment on-publication, for credit series bookings add 10%		
Advertising space	3 issues (per issue)	6 issues (per issue)	12 issues (per issue)	
Double page spread	£1550	£1350	£1150	
Full page	£800	£700	£600	
Half page	£420	£370	£320	
Quarter page	£220	£200	£180	
Banner	£550	£500	£450	
Back cover	£1500	£1300	£1100	
Inside back	£900	£800	£700	
Inside front	£1000	£900	£800	
IFC DPS	£1700	£1500	£1300	
Centre DPS	£1800	£1600	£1400	
Fireplace in gallery	£500	£450	£400	

the small print

>>Guaranteed position 10% extra on list price. >>Artwork is free to advertisers. >>Photography is charged at cost. Series discounts apply only on receipt of a signed contract. >>Failure to complete a series will result in a surcharge being imposed on the adverts published. >>Pre-payment is mandatory for all new advertisers. >>DV8 magazine is printed four colour process so all adverts need to be supplied as CMYK Tiff files and at 300dpi. >>Artwork supplied is taken as print ready and will not be subject to print approval. >>The final deadline for print is the 20th of the month preceeding the forthcoming publication. >>The publisher reserves the right to charge a release fee for all artwork designed in house. >>All artwork designed by DV8 will be credited to DV8. >>All rates are ex-VAT

the measurements		all measurements are in millimetres (mm)			
full page 303 x 213 bleed 297 x 210 trim	half pages 140 x 203 285 x 100	quarter page 140 x 100	fireplace 136 x 140	banners Single 213 x 33 DPS 426 x 33	



TERMS & CONDITIONS OF ADVERTISING

1.0 Advertisement copy shall be legal, honest, decent and truthful, shall comply with the British code of advertising practice and all other codes under the general supervision of the Advertising Standard Authority, and shall comply with the requirements of current legislation.

2.0 While every endeavour will be made to meet the wishes of the advertisers, the Publisher does not guarantee the insertion, or colour of any particular advertisement.

3.0 The Publisher does not accept responsibility for any loss or damage caused by:

3.0.1 an error, inaccuracy or omission in the printing of the advertisement.

3.0.2 for any failure to publish an advertisement on the date or dates specified by the advertiser whether the actual date be earlier or later than the date or dates supplied; and/or in respect of any loss or damage alleged to have arisen through delay in forwarding or omission to forward replies on box numbers to the advertiser, however caused.

4.0 The Publisher reserves the right to omit, suspend, or change the position of any advertisement, even if it has already been accepted for publication.

5.0 The Publisher reserves the right to make any alteration it considers necessary or desirable in an advertisement and to require artwork or copy to be amended to meet its approval.

6.0 The Publisher may cancel or postpone any publication, in the event of this all deposits will be returned accordingly. No interest, or other payments will be made.

7.0 The Publisher reserves the right to require cancellation of any order or un-expired part of an order, or in the case of an advertisement which by reason of its position is chargeable at a premium rate, not less than twenty eight clear days notice before the insertion.

8.0 The Publisher reserves the right to increase advertisement rates at any time or to amend the terms of contract as regards space or frequency of insertion. In such event, the Advertiser has the option of cancelling the balance of the contract without surcharge. If the Advertiser cancels the balance of a contract, except in the circumstances stated, all unearned series discounts will be charged. The Publisher reserves the right of surcharge in the event insertions not being completed within the contractual period.

9.0 The Publishers terms for payment are that our account must be settled in full as per the signed contract. If On-Publication is agreed payment is required on the date of publication.

10.0 or where a credit account has been arranged within 14 (fourteen) days of publication. If the account is overdue after this time a £25.00 administration charge will be added to the amount due. If after a further 7 (seven) days the account still has not been settled interest will be charged at 5% of the advertisement cost for each full week thereafter. Should it be necessary to employ a Debt Recovery Agency any costs involved will be charged to you. Furthermore, the Publisher reserves the right to suspend future insertions until the account is settled.

11.0 Copy must be supplied without application from the Publisher. In the event of copy instructions not being received by the date due, the Publisher reserves the right to repeat copy last used.

12.0 Advertiser's property and all property supplied to the Publisher by, or on behalf of the Advertiser will be held, worked on, or carried at the Advertiser's own risk.

13.0 The Publisher shall be indemnified by the Advertisers in respect to any claims, costs and expenses arising out of libellous or deceptive matter printed for the Advertiser, or any infringement or copyright, patent or design.

14.0 Every effort will be made to carry out the contract but its due performance is subject to cancellation or to such variation as a result of any Act of God, war, strike, lockout, or other labour dispute, fire, flood, drought, legislation or other cause (whether of the foregoing class or not) beyond the Publishers control.

15.0 The placing of an order for the insertion of an advertisement shall amount to an acceptance of the above conditions.

If you do not agree to the above terms do not advertise.