

# The Hockley Flyer

THE 'VOICE' OF THE JEWELLERY QUARTER  
ADVERTISEMENT RATES

**VAT NOT CHARGED**  
**REVISED 10.04.2017**

**ENQUIRIES TO:**

Advertising Manager, YBA Publications,  
31 Cedarwood Croft, Great Barr,  
Birmingham B1 3HE.  
Tel: 0121-364 0700.  
email: info@thehockleyflyer.info

## DISPLAY Adverts

SIZE	TYPE AREA	1 insertion	12 insertions	Yearly payment
2 Pages	2 x 188 x 128mm (+ bleed options)	£290.00 per month	£240.00 per month	£2448.00 save 15%
Full Page	188mm x 128mm (+ bleed options)	£160.00 per month	£130.00 per month	£1326.00 save 15%
1/2 Page	92mm x 128mm landscape or 188mm x 62mm portrait (+ bleed options)	£90.00 per month	£80.00 per month	£816.00 save 15%
1/4 Page	92mm x 62mm portrait or 45mm x 128mm landscape	£60.00 per month	£50.00 per month	£510.00 save 15%
1/8 Page	45mm x 62mm landscape only	£40.00 per month	£30.00 per month	£306.00 save 15%
Back Cover	210mm x 148mm + 4mm bleed	£190.00	Series may be accepted subject to negotiation.	
Front Cover	210mm x 148mm + 4mm bleed	£190.00	No Series will be accepted - individual ads only.	

## Appointments / Job Adverts

## Business Pages

1 column is actually 40mm wide

SIZE	AREA	1 insertion
Full Page	188mm x 128mm	£110.00
1/2 Page	92mm x 128mm	£70.00
1/4 Page	92mm x 62mm	£55.00

SIZE	6 inserts	12 inserts
3cm x 1 col	£22.50 for all 6	£36.00 for all 12
4cm x 1 col	£30.00 for all 6	£48.00 for all 12
per extra 1 col cm	£7.50 for all 6	£12.00 for all 12

## Terms of Acceptance / Data

**GENERAL:** Note it is the responsibility of the advertiser or their agent to make the publisher aware of any copy changes and to provide new artwork by the set deadline.

**DEADLINE/PUBLISHING DATES:** Advertisements etc. must be received by the 20th of the month preceding cover date. Magazine is published roughly the 15th of each month.

**SPECIAL POSITIONS:** Inside Front Cover + 20%, Inside Back Cover + 15%, Subject to availability.

**FRONT COVER:** Must be of excellent design AND mostly photographic - NO repeat copy. See our website for availability and offers.

**BACK COVER:** Must be of excellent design - repeat copy is OK for a couple of issues. See our website for availability and offers.

**APPOINTMENTS / JOB ADVERTS (Display):** Pre-payment only for this service - online booking available. Your advert will then appear quickly on our online job section including photos, application forms, etc., plus mentions via social media. Also, the advert will be printed in the next available magazine in the Recruitment section.

**CLASSIFIEDS:** Automated online system gives you flexibility with your adverts. If you change the copy and want it changed in the printed magazine, you must make the publisher aware you have changed it by the deadline.

**CANCELLATION:** Notice must be received in writing by 20th of month preceding cover date.

**LATE PAYMENT:** We reserve the right to charge £10 administration charge for payments exceeding our payment terms, which are 30 days from date of invoice.

**PRODUCTION:** PDF files of press quality, images around 300dpi resolution preferably as CMYK. PDF files produced in Quark and InDesign from both PC and MAC platforms accepted. PDF files produced from Microsoft Publisher may give unexpected results not shown up on screen. We do NOT accept PDF files produced with CorelDRAW as the colour profiling is different giving poor results in the final printing stage (these are not apparent pre-press).

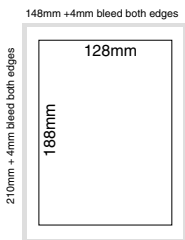
**ARTWORK:** Normally free of charge, but a charge will be made for complex advertisements, or advertisement alterations.

**BLEED OPTIONS:** Full bleed option on all full and 1/2 page adverts with 4mm on outer edges.

**PROOFS:** Not normally supplied, but if a proof must be supplied a charge will be made of £10, and any alterations must be made within 24 hours of the proof being supplied. Alterations will also be subject to charges.

**BOX NUMBERS & INSERTS:** Sorry - not accepted.

**CIRCULATION:** 2700 print run. Mailed to every business within the Jewellery Quarter, subscribers (including outside the area), and the rest being left at many distribution points in the JQ.

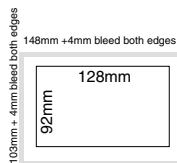


Full page A5 size

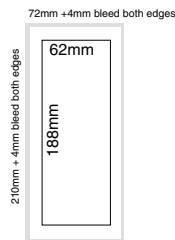
Note: Front Cover is same as Full Page except height is 160mm with 4mm bleed at bottom to allow for our heading strap.



1/8 page



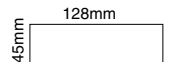
1/2 page landscape



1/2 page portrait



1/4 page portrait



1/4 page landscape