



# EMBG keeping **intouch**

## ADVERTISING BOOKING FORM

Business name \_\_\_\_\_

Business address \_\_\_\_\_

\_\_\_\_\_ post code

Contact \_\_\_\_\_ Position held \_\_\_\_\_

Tel No \_\_\_\_\_ Email \_\_\_\_\_

- I would like to book the following space:  
(please tick)
- |                          |                    |                    |
|--------------------------|--------------------|--------------------|
| <input type="checkbox"/> | Full Page          | 265mm x 190mm wide |
| <input type="checkbox"/> | Half Page          | 130mm x 190mm wide |
| <input type="checkbox"/> | Quarter Page       | 130mm x 90mm wide  |
| <input type="checkbox"/> | 1 column Upright   | 130mm x 60mm wide  |
| <input type="checkbox"/> | 2 column Landscape | 60mm x 125mm wide  |

To appear in the Keeping **intouch** edition  Spring  Summer  Autumn  Winter

- I/we would like to use the EMBG artwork service and enclose:
- Advertisement text
  - Disk with images/logos/files

I/we will be supplying our own digital artwork.

Signed \_\_\_\_\_ Date \_\_\_\_\_

**Please send to:**           **Sales / EMBG Ltd**  
137 Cassiobury Drive  
Watford  
Herts WD17 3AH

**or email:**                   **sales@embg.co.uk**

**Please remember to send us your email address.** If you have a booking query, please call Sales at EMBG on: 0845 094 0310.

# EMBG keeping *intouch*

## ADVERTISING SPECIFICATIONS AND RATES

Valid from 1st May 2007

Please find below rates and technical information guidelines for submitting advertisement material to Aurora Design.

### **Advertisement Sizes and Rates** excluding vat

Please ensure that artwork does not exceed the space booked.

| Space Booked     | Advertisement Size | Insertion Rate | Artwork Service |
|------------------|--------------------|----------------|-----------------|
| Full Page        | 265mm x 190mm wide | £275           | £150            |
| Half Page        | 130mm x 190mm wide | £175           | £100            |
| Quarter Page     | 130mm x 90mm wide  | £115           | £75             |
| 1 col Upright    | 130mm x 60mm wide  | £80            | £50             |
| 2 cols landscape | 60mm x 125mm wide  | £80            | £50             |

### **Advertorial Sizes and Rates** excluding vat

Artwork services must be used through Aurora Design for Advertorial space.

| Space Booked | Advertorial Size   | Insertion Rate | Artwork Service |
|--------------|--------------------|----------------|-----------------|
| Full Page    | 265mm x 190mm wide | £275           | £150            |
| Half Page    | 130mm x 190mm wide | £175           | £100            |

Vat will be added at the standard rate to all prices quoted. If artwork is supplied by a third party it must be in the format quoted below otherwise a handling charge of £30 + vat will be charged.

**Artwork Services** For those businesses who are unable to supply their own artwork digitally or on disk, we provide a creative artwork service through Aurora Design, you can take advantage of their tremendous knowledge and skills. They will professionally typeset your copy, place your images/logos etc, layout your job and supply you with a soft pdf colour proof for your approval. Please note that any creative origination including copywriting will be charged at £65 per hour, a fixed charge option is available on request.

In all cases our prices include a pdf colour proof and allow for minimal authors alterations on first proof. Major alterations will incur additional charges, these will be advised at the

appropriate time.

## **Submitting Digital Files**

Digital artwork must be submitted with a colour hard copy if possible, pdf or a low resolution jpg proofs are accepted for guide purposes only. *Whilst every effort will be made to ensure accuracy of colour and detail, both EMBG and Aurora Design cannot be held responsible for inaccurate proofs supplied and they will only be judged as a guide to the appearance of the advertisement.*

**Please Note: all artwork must be in CMYK process colours, placed images no less than 300dpi resolution and every used font supplied in their screen and PostScript definition.**

The preferred format is the industry standard **QuarkXPress**, versions 3.0 to 6.0 for **Macintosh**, but we can except **press quality PDF** or **JPEG** files (saved in high resolution with all fonts embedded)

Digital files can be accepted on: floppy disks, CD, DVD, ZIP and also via Email, please telephone before sending.

### **Please send disks to:**

**Aurora Design Ltd**  
137 Cassiobury Drive  
Watford  
Herts WD17 3AH

### **or email files to:**

**info@aurora4design.co.uk**  
*please telephone before sending 0845 8385163/4*

Once your files have been received and tested a pdf soft proof of your advertisement will be sent to you for final approval via email, **please remember to send us your email address.**

**For sales query or to book space call EMBG on  
0845 094 0310  
or email sales@embg.co.uk**

If you have any technical questions, please call Aurora Design on: 0845 8385164.