

Mensa Magazine Rate Card

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Mensa Magazine Advertising, British Mensa Ltd, St. John's House, St. John's Square, Wolverhampton. WV2 4AH

	Full Page	Half Page	Quarter Page	Eighth Page	Outside Back Cover
Colour	£750	£410	£225	£125	£900
Mono	£600	£335	£185	£105	£750
ISSUE	Copy / Artwork Deadline				
January 2009	21 th November 2008				
February 2009	20 th December 2008				
March 2009	20 th January 2009				
April 2009	21 th February 2009				
May 2009	20 th March 2009				
June 2009	20 th April 2009				
July 2009	21 th May 2009				
August 2009	20 th June 2009				
September 2009	22 th July 2009				
October 2009	20 th August 2009				
November 2009	20 th September 2009				
December 2009	20 th October 2009				
CLASSIFIED Lineage Ad	Members	Non-Members			
Cost per Word	30p	50p			
Box Number	£2	£4			
Minimum Charge	£5	£7.50			

Mechanical Data

Full Page Size

210mm x 297mm. Bleed 4mm. Text image area 190mm x 277mm

Half Page Size

Landscape: 180mm wide x 135mm deep

Portrait: 85mm wide x 260mm deep

Quarter Page Size

85mm wide x 135mm deep

Screen Size

Mono and four colour 200

Discount

All display rates exclude VAT

Series discounts: 3-6 insertions 5%, 6-9 = 7.5%, 9-12 = 10%

Pre-Payment discount: 5% Agency discount: 10%

Inserts

First 10gms - £45 per thousand. Heavier inserts and inserts into non UK copies incur ADDITIONAL mailing costs and are subject to inspection and special quotation.

Payment

Must be received before publication of Advert, we accept Visa, MasterCard, Company cheques and payment by BACS (details on request).

Programmes for Advert Preparation

Listed below are the main programmes that can be used, other programmes can be accepted - please consult Phil Coling at the Greenshires studio on 01536 382561.

MACINTOSH - QuarkXpress, Adobe PageMaker, MacroMedia Freehand, Adobe Illustrator, Adobe Photoshop. **PC** - QuarkXpress, Adobe PageMaker, Corel Draw

Acceptable Media For Advert Preparation - PC or MAC

E-mail: phil.coling@greenshires.com, PDF, please supply ALL relevant files in clearly labelled folder and fax copy of advert to 0116 202 2601. FILM - Separated positive film, right reading, emulsion side down. Please supply colour proofs of all advertisement work.