



NCT Haringey 2012 Advertising Rate Card

Advertising in “Gas & Air” quarterly magazine & online directory of services

(please see overleaf for other options)

Artwork specifications	Resolution:	300 dpi		
	Colour:	RGB / CMYK		
	Format:	jpeg, pdf, Word, PowerPoint, Publisher		
Position	Colour / Black & White	Size (mm)	Single Issue*	4 consecutive issues*
Outside Back cover	Colour	148 x 210	£150	£480
Inside cover (front / back)	Colour	148 x 210	£100	£320
Double Centre Spread	Colour	297 x 210	£200	£640
Full Page	Colour	148 x 210	£100	£320
Full Page	Black&White	148 x 210	£85	£272
Half Page	B&W	128 x 92	£45	£144
Quarter Page	B&W	62 x 92	£25	£80
Advertorial	Colour	128 x 190	£110	n/a
Advertorial	B&W	128 x 190	£95	n/a
Inserts	n/a	< / = A5	£120	n/a
Entry in online directory	Web	See below	£10	£35

Online Directory—new for 2011/12

www.nct.org.uk/branches/haringey/local-directory

We now offer advertising in our web-based directory of local services only for “Gas & Air” magazine advertisers. You can book your place in our directory at the same time as booking your “Gas & Air” advertisement. Please include the following information:

Your business name in bold

You may supply a maximum of 50 words of descriptive text about your business to go here.

This is followed by your contact details in the following format, you may use all or only some of these categories, only those you select will appear on the website

Contact:

Telephone:

Email:

Website:

You may also supply a digital file of your logo, formatted for the web.

Directory listings will appear in the same quarter as the publication of your advertisement in “Gas & Air”.

2012 deadlines for advertisements

Spring issue	1 st February 2012
Summer issue	1 st May 2012
Autumn issue	1 st August 2012
Winter issue	1 st November 2012

Contact Zen Edwards advertising@haringeynct.org

Acceptance of advertisements (including inserts) does not necessarily constitute endorsement of the advertiser's products or services either by the NCT™ or by Haringey Branch.

** all prices are exclusive of VAT*



Representing your business at NCT Haringey events

Our events are the perfect opportunity to present your business to our members and other local parents.

	single event	4 consecutive sales/fairs (10% discount)
Trade Stall (1 table and max 1 rail)	£30	£108
150 flyers (max size A5) to be included in event goody bags	£30	£108
150 flyers (max size A5) and/or 150 samples to be included in event goody bags	£40	£144
Donate a prize to a Cheeky Monkeys Tea Party or Fundraising Fair/Sale Raffle	FREE	n/a

2011/12 Event dates

Christmas Baby Fair:	Saturday 3 rd December 2011
Spring Nearly New Sale:	Saturday 17 th March 2012
Summer Fair:	June 2012 date to be announced
Autumn Nearly New Sale:	Sept 2012 date to be announced

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To discuss these and any other opportunities to work with Haringey NCT please contact: Zen Edwards advertising@haringeynct.org