



The National Childbirth Trust

Tel: 0870 066 9327 / Email: advertising@nctcheltenham.org

Cheltenham & North Cotswolds NCT Newsletter Advertising Rates 2010 Effective October 2010

Advertising revenue covers the cost of producing the Cheltenham & North Cotswolds NCT Branch newsletter 'Offspring'. Any profits go directly to the NCT, which is a registered charity.

'Offspring' is published quarterly (Mar / Jun / Sep / Dec) and is distributed to around 400 members in Cheltenham and North Cotswolds, as well as at various locations in the area where parents and parents-to-be will see it. The newsletter format is A5 portrait.

Advertising Costs

AD SIZE	ARTWORK SIZE	PRICE (excl VAT)
Double page centre spread (colour)	190mm x 260mm	£140.00
Back Cover (colour)	190mm x 130mm	£85.00
Inside Front/ Back Cover (colour)	190mm x 130mm	£75.00
Full page (colour)	190mm x 130mm	£65.00
Full page (b/w)	190mm x 130mm	£45.00
Half page landscape (colour)	90mm x 130mm	£37.50
Half page landscape (b/w)	90mm x 130mm	£27.50
Quarter page portrait (colour)	90mm x 60mm	£22.50
Quarter page portrait (b/w)	90mm x 60mm	£17.50

Inserts

It is also possible to add an insert into the mailout. Flyers should be produced in A5 format and delivered in time for fulfilment. The cost of this is £70 +VAT.

Advertorials

One and a half page advertorial with images which can also include an additional half page ad. (Please note that the editor has final approval.)

AD SIZE	PRICE (excl VAT)
1 ½ page advertorial plus half page ad (b/w)	£75.00
1 ½ page advertorial only (b/w)	£60.00

Discounts

Advertising rates are non-negotiable but we do offer the following series discounts:
2 issues – 5% 3 issues – 7.5% 4 issues – 10%

Artwork

Please supply artwork as a JPEG, PDF, TIFF or GIFF file by email.

The National Childbirth Trust wants all parents to have an experience of pregnancy, birth and early parenthood that enriches their lives and gives them confidence in being a parent