

[2010]



LTDA www.ltda.co.uk

RATE CARD - LTDA TAXI MAGAZINE

TAXI is the membership magazine for the Licensed Taxi Drivers' Association (LTDA). It is circulated to 18,000 taxi drivers in London every fortnight. The LTDA is the definitive voice of and for London cab drivers and is responsible for ensuring best practise in the trade, making sure its members' voices are heard and serving members with the back up and support they need.

TAXI is an unrivalled publication which provides invaluable industry news, engaging and relevant editorial features and business advice for all its readers. The magazine is distinct in both format and style, ensuring that it remains the first choice for all those working in the industry. TAXI is circulated at various prominent distribution points around the city with an estimated readership of over 33,000. Advertisers can be certain their message is being delivered to the heart of the industry, as well as benefitting from a reach which cannot be achieved in any other publication.

RATE CARD (COST PER ADVERTISEMENT FOR ONE INSERTION)

DISPLAY	Price
DPS	£3,080
Outside Back Cover	£2,035
Full Page	£1,825
Half Page	£940
Quarter Page	£649
Eighth Page	£280

CLASSIFIED

Sixteenth Page	£180
Linage	£1.50 per word

INSERTS (COSTS PER THOUSAND)

Price	
Up to 10 grams	£60
Up to 15 grams	£73
Up to 20 grams	£86
Over 20 grams	Price on application

For all bespoke advertising or sponsorship opportunities, please contact Century One Publishing for more details. All prices are subject to VAT. Please refer to our terms and conditions.

PUBLISHING DATES 2009-2010



ISSUE	BOOKING DEADLINE	ADVERTISING DEADLINE	PUBLISHING DATE
Issue 205	23 October	27 October	03 November
Issue 206	06 November	10 November	17 November
Issue 207	20 November	24 November	01 December
Issue 208	04 December	08 December	15 December
Issue 209	24 December	05 January	12 January
Issue 210	15 January	19 January	26 January
Issue 211	29 January	02 February	09 February
Issue 212	12 February	16 February	23 February
Issue 213	26 February	02 March	09 March
Issue 214	12 March	16 March	23 March
Issue 215	25 March	30 March	07 April
Issue 216	09 April	13 April	20 April
Issue 217	23 April	27 April	04 May
Issue 218	07 May	11 May	18 May
Issue 219	21 May	25 May	01 June
Issue 220	04 June	08 June	15 June
Issue 221	18 June	22 June	29 June
Issue 222	02 July	06 July	13 July
Issue 223	16 July	20 July	27 July
Issue 224	30 July	03 August	10 August
Issue 225	13 August	17 August	24 August
Issue 226	27 August	31 August	07 September
Issue 227	10 September	14 September	21 September

CONTACTS

Century One Publishing Ltd
 Arquen House
 4-6 Spicer Street
 St Albans
 Hertfordshire
 AL3 4PQ

Advertising Sales
 Oliver Kirkman
 e ollie@centuryonepublishing.ltd.uk
 t 01727 739 184

Artwork Contact
 Sarah Astington
 e copy@centuryonepublishing.ltd.uk
 t 01727 739 189

e enquiries@centuryonepublishing.ltd.uk
 t 01727 893 894
 f 01727 893 895



[2010]



LTDA www.ltta.co.uk

MECHANICAL DATA - LTDA TAXI MAGAZINE

HEIGHT AND WIDTH (MM)

Full Page - Cover section OBC

Trim size **345 x 250**
Bleed size* **351 x 256**

* Please remember to request a 3mm bleed around the page when artwork is being produced.

Full Page - inside pages (no bleed required)

Trim size **288 x 226**

Half Page landscape (no bleed required)

Trim size **141 x 226**

Half Page vertical (no bleed required)

Trim size **288 x 111**

Quarter Page portrait (no bleed required)

Trim size **141 x 111**

Quarter Page landscape strip (no bleed required)

Trim size **68 x 226**

Eighth Page landscape (no bleed required)

Trim size **68 x 111**

Sixteenth Page (no bleed required)

Trim size **55 x 55**



SUPPLYING ARTWORK

High res, press ready artwork should be supplied in digital format to copy@centuryonepublishing.ltd.uk.

PDF, JPG or TIFF files preferred, Quark Xpress files also accepted, ensuring all printer and screen fonts, and high resolution images are included. All artwork should be CMYK colour (not RGB), 300 dots per inch (dpi), ensuring all fonts and images are embedded. Please note that Word files are not accepted.

We regret we are unable to accept responsibility for the outcome of digitally supplied material unless accompanied by an exact colour proof. We are happy to accept standing colour proofs for generic artwork for which modest text only changes are required (subject to charges outlined in our standard advertiser's terms and conditions). We would ask that significant changes to basic artwork should be accompanied by a new colour proof.

Please send these to creative@centuryonepublishing.ltd.uk or supply on a CD to: Century One Publishing Ltd, Arquen House, 4-6 Spicer Street, St Albans, Hertfordshire AL3 4PQ

ARTWORK CREATION SERVICE

It is possible for our production department to produce your advertisement. If you have the need for this service please e-mail:

creative@centuryonepublishing.ltd.uk for further information and costs. Please ensure that only final and approved copy is sent as this cannot be changed at a later time, however the client will get two design proofing stages before the advertisement is signed off for publication.

DESIGN AND LAYOUT

DISPLAY	Price
DPS	£300
Full Page	£200
Half Page	£100
Quarter Page	£75

All prices quoted are subject to VAT and include a single round of amends if needed. Further amends will be charged at 20% of the full production charge for each additional round of amends.