

[2011]



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 15,000 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 36,000. 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	LINAGE	Price
DPS	£3,080	Up to 10 words	£15
Outside Back Cover	£2,238	Up to 20 words	£26
Full Page	£1,825	Up to 30 words	£33
Half Page	£1,081	Over 30 words	Price on application
Quarter Page	£710		
Eighth Page	£310		
		INSERTS (COSTS PER THOUSAND)	Price
CLASSIFIED	Price	Up to 10 grams	£60
Eighth Page	£220	Up to 15 grams	£73
Sixteenth Page	£140	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 2011

ISSUE	BOOKING DEADLINE	ARTWORK DEADLINE	PUBLISHING DATE
Issue 240	25 March	29 March	05 April
Issue 241	08 April	12 April	19 April
Issue 242	22 April	26 April	03 May
Issue 243	06 May	10 May	17 May
Issue 244	20 May	24 May	31 May
Issue 245	03 June	07 June	14 June
Issue 246	17 June	21 June	28 June
Issue 247	01 July	05 July	12 July
Issue 248	15 July	19 July	26 July
Issue 249	29 July	02 August	09 August
Issue 250	12 August	16 August	23 August
Issue 251	26 August	30 August	06 September
Issue 252	09 September	13 September	20 September
Issue 253	23 September	27 September	04 October
Issue 254	07 October	11 October	18 October
Issue 255	21 October	25 October	01 November
Issue 256	04 November	08 November	15 November
Issue 257	18 November	22 November	29 November
Issue 258	02 December	06 December	13 December

CONTACTS

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MECHANICAL DATA - LTDA TAXI MAGAZINE

HEIGHT AND WIDTH (MM)
DISPLAY
Back Cover - full page (no bleed required)
Type size **314 x 226**
Full Page - inside pages (no bleed required)
Type size **288 x 226**
Double Page Spread (no bleed required)
Type size* **288 x 472**

* Please don't place text in the 10mm either side of the vertical centre to allow for the gutter

Half Page landscape (no bleed required)
Type size **141 x 226**

Half Page vertical (no bleed required)
Type size **288 x 111**

Quarter Page portrait (no bleed required)
Type size **141 x 111**

Quarter Page landscape strip (no bleed required)
Type size **68 x 226**

Eighth Page landscape (no bleed required)
Type size **68 x 111**

Sixteenth Page (no bleed required)
Type size **55 x 55**

For all artwork with a white background please add a keyline/frame around all edges of your advertisement.

HEIGHT AND WIDTH (MM)
CLASSIFIED
Quarter Page portrait (no bleed required)
Type size **129 x 112**
Quarter Page landscape strip (no bleed required)
Type size **55 x 226**
Eighth Page landscape (no bleed required)
Type size **55 x 112**
Sixteenth Page (no bleed required)
Type size **55 x 55**

For bespoke sizes in the Classified section please contact the Sales department



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 to: Century One Publishing Ltd, Alban Row, 27-31 Verulam Road, St Albans, Hertfordshire AL3 4DG

ARTWORK CREATION SERVICE

It is possible for our production studio to design your advertisement for exclusive use in the magazine, or you can purchase the IP rights for a nominal fee.

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 see a proof of the advertisement to sign off before publication.

DESIGN AND LAYOUT

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

Amending existing artwork	£20
Small text amends	£20

Small text changes and creating a press ready ad from existing artwork will be charged at a flat rate of £20. A proof will be sent before publication.

All prices quoted are subject to VAT and include a single round of amends if needed. Further amends and extra proofs will be charged a £20 flat rate for each additional round of amends.