



Bentley Drivers Club *Advertiser*

Rates and Data 2017



Dates. The Bentley Drivers Club *Advertiser and Diary* is published monthly. It is mailed to all members of the Club on the publishing date.

Cover Date	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan 18
Copy Date	16.1.17	13.2.17	16.3.17	11.4.16	15.5.17	15.6.17	14.7.17	15.8.17	14.9.17	16.10.17	15.11.17	15.12.17
Publishing Date	1.2.17	1.3.17	3.4.17	1.5.17	1.6.17	3.7.17	1.8.17	4.9.17	2.10.17	1.11.17	1.12.17	4.1.18

Production. The *Advertiser and Diary* finished size is 205 x 205 mm. It is printed in full colour by sheet-fed litho on 115gsm gloss coated paper and is saddle-stitched.

Rates for issues published in 2016	Height	Width	Colour	B/W
Full Page	187mm	176mm	£439	£249
Full Page bleed	211mm	211mm	£439	£249
1/2 Page Vertical	187mm	84mm	£259	£145
1/2 Page Horizontal	89mm	176mm	£259	£145
1/4 Page Vertical	89mm	84mm	£159	£90
1/4 Page Horizontal	40mm	176mm	£159	£90
1/8 Page Horizontal	40mm	84mm	£95	£55
Special positions available by negotiation. Inserts accepted by arrangement				
Trade classified advertisements: £20 per insertion				
Prices exclusive of VAT				

Booking. To make a booking please use the accompanying Booking Form or contact the Club on tel: +44(0)1295 738886; fax: +44(0)1295 738887; email: steve.miller@bdcl.org; post at address shown below. Unless credit terms have been extended, payment must accompany booking. Cheques should be made payable to The Bentley Drivers Club. A copy of the BDC Advertising Policy is available on request.

Classified Advertising. Spares For Sale and Wanted by private members of the Club may be included in the *Advertiser and Diary* free of charge. Traders are asked to note that The Business Advertisements (disclosure) Order 1977 requires that all advertisements submitted by people seeking to sell goods in the course of business must make the fact clear. Consumers must be able to tell whether an advertisement relates to a sale by trader or a private seller. It is therefore the responsibility of the trader to comply with the Order by marking advertisement copy with the word "Trade" in the bottom right corner, which will then be reproduced in the same position in the advertisement.

Supply of Copy. Digital copy can be supplied direct to the printer by e-mail: bdcadvertiser@quorumprint.co.uk; or on CD/DVD by post to: *Advertiser and Diary*, Quorum Print Services, Units 3&4 Lansdown Ind Est, Gloucester Rd, Cheltenham, GL51 8PL. An FTP facility is also available (tel +44(0)1242 584984 for details). PDF files cannot normally be amended and should be supplied press-ready, preferably in PDF X1-A format, with high resolution pictures (up to 350dpi) converted to CMYK or grayscale and with embedded fonts. Full page advertisements with bleed should show crop marks. Quark XPress and InDesign files should be correctly packaged for output. Hard copy proofs should accompany digital files where possible. Advertisements can be made from hard copy supplied. All requirements should be clearly marked. Responsibility cannot be accepted for errors or omissions arising from unclear copy.



The *Advertiser and Diary* is published by Bentley Drivers Club Ltd, W.O. Bentley Memorial Building, Ironstone Lane, Wroxton, Nr. Banbury, Oxfordshire, OX15 6ED
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