

ADVERTISING RATES

ALL PUBLICATIONS

Ad format	Cost per quarter
Half Page:	£3,750 / US\$5,000
Full Page:	£6,000 / US\$8,000
Double Page Spread:	£10,500 / US\$14,000
Inside Front Cover:	£9,000 / US\$12,000
Inside Back Cover:	£9,000 / US\$12,000
Outside Back Cover:	£9,000 / US\$12,000

Discounts are available for international advertisers wishing to advertise in both regional editions of *Thinking Highways* and in *ETC*, etc.

SPECIFICATIONS

Ad format	(width x height)
Half Page Horizontal Type:	180mm x 132mm
Half Page Vertical Type:	90 mm x 270 mm
Full Page	
- Bleed:	216mm x 303mm (8in x 12in)
- Trim:	210mm x 297mm
- Type:	180mm x 270mm
Double Page Spread	
Bleed:	432mm x 303mm (16in x 12in)
- Trim:	426mm x 297mm
- Type:	400mm x 270mm

All advertising copy must be provided as a PDF, high-resolution JPEG (300dpi) or TIFF and emailed to Lucy Cone at lucy@h3bmedia.com

WEBSITE ADVERTISING

Ad format	Cost per quarter
Branding Strip Bar Logo:	£1,000 / US\$1,350
Home Page Logo/Hotlink:	£900 / US\$1,200
Contents Page Logo/Hotlink:	£450 / US\$600
Archive Page Logo/Hotlink:	£450 / US\$600
News Page Logo/Hotlink:	£450 / US\$600

A 20% discount on multiple links is available. All logos should be supplied as a JPEG or GIF and be 160 x 60 pixels. Please e-mail lucy@h3bmedia.com

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