

Advertising Rates and specifications

- Thinking Highways
- Tolling Review – ETC
- Managed Motorways

Display Ad format	Cost per quarter		
Half Page:	£2,800	€4,250	US\$5,500
Full Page:	£4,600	€6,500	US\$8,500
Double Page Spread:	£6,000	€7,500	US\$10,000
Covers:	£6,000	€7,500	US\$10,000

Discounts are available for advertisers wishing to appear in both regional editions of *Thinking Highways* and in *Tolling Review – ETC*.

DISPLAY SPECIFICATIONS

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

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

• Shortlist Directory

SHORTLIST ENTRY	Cost per annum		
Single Page Entry:	£1,200	€1,500	US\$2,000
Double Page Entry:	£2,200	€2,750	US\$3,670
Video Content within entry:	£400	€500	US\$660

• Web advertisements

Ad format	Cost per quarter		
Scrolling Bar Logo:	£925	€1,100	US\$1,350
Home Page Hotlink:	£850	€1,000	US\$1,275
Double Depth Home Page Hotlink:	£1,400	€1,750	US\$2,250
Contents, Archive, News, Events Page Hotlink:	£400	€500	US\$650
Double Depth Hotlink:	£600	€750	US\$975

WEBSITE ADVERTISING SPECIFICATIONS

Ad format	(width x height)
Scrolling Bar Logo:	100 x 50 pixels
Hotlink:	110 x 60 pixels
Double Depth Hotlink:	110 x 130 pixels

A 20% discount on multiple links is available.

Logos should be supplied as JPEG or GIF (including moving GIFs). Please email to barbara@h3bmedia.com

• Email broadcast

Ad format	Cost per broadcast		
Vertical banner	£700	€875	US\$1,100

SPECIFICATION

Ad format	(width x height)
Vertical banner	110 x 300 pixels

For full details of how to supply text, images or video for your *Shortlist Directory* entry please contact our sales team on the number below.

Contact us

thinkinghighways.com

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