

## RATE CARD >

### HEY<sup>24</sup> COPY DEADLINES >

Bookings are subject to availability. Please call or email to place your booking as soon as you can to allow us plenty of time to get your artwork 100% correct and ensure your advertisement appears exactly where you want it.

Remember, each Gloss Full Page Tab Divider position is unique, so book early to make sure you have your preferred position.

**Copy deadline for advertisements requiring our design service Friday 4<sup>th</sup> September 2020**

**Copy deadline for print-ready artwork Friday 11<sup>th</sup> September 2020**

### GLOSS PREMIUM >

#### RATE

<b>Gloss Full Page</b> <i>Premium Position (Inside Front, Inside Back)</i>	£1,286
<b>Gloss Full Page</b> <i>Divider Front / Reverse (No Tab)</i>	£1,020
<b>Gloss Full Page</b> <i>Tab Divider Front &amp; reverse (specific positions, see below)</i>	£1,020
Front & reverse <b>Authorities</b> section	
Front & reverse <b>Consultants</b> section	
Front & reverse <b>Contractors</b> section	
Front & reverse <b>Plant &amp; Equipment</b> section	
Front & reverse <b>Products &amp; Services</b> section	
Front & reverse <b>Associations &amp; Institutions</b> section	
Front & reverse <b>Index and Notes</b> section	

Non-tab gloss dividers can be positioned, subject to availability, within the category of your choice.  
Prices listed per entry and are exclusive of VAT at the current rate

### RUN OF PAPER >

#### RATE

Additional Standard Entry*	£55
Bold Standard Entry	£91
Quarter Page Colour	£210
Half Page Colour	£344
Full Page Colour	£590

\*Each company receives one Standard Entry free of charge.  
Prices listed are per entry and are exclusive of VAT at current rate

### PAYMENT >

**Payment terms** – immediate on receipt of invoice, or 30 days with a prearranged account.

Payments accepted by card by calling **01273 491462** or BACS payment

**Spinfish Publishing Ltd.,**  
**Lloyds Bank Haywards Heath**  
Branch sort code **30:18:30**  
Account number **37505560**

Please quote your invoice number on BACS payments.  
**PLEASE REFER TO THE TERMS AND CONDITIONS**

## HIGHWAY MAINTENANCE YEARBOOK >

### Do you also work in Highway Maintenance?

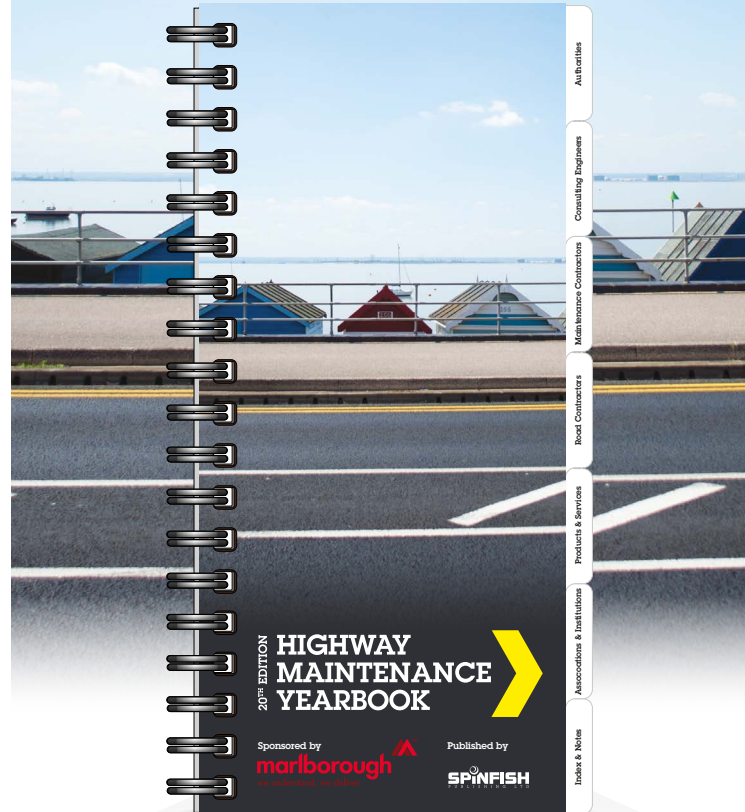
For more information about our other publication, the Highway Maintenance Yearbook visit our website

[spinfishpublishing.co.uk/highway-maintenance-yearbook](http://spinfishpublishing.co.uk/highway-maintenance-yearbook)

Published annually in May, advertising in the Highway Maintenance Yearbook could be another way to increase your company profile.  
**Contact us on 01273 491462.**

Purchase a copy today and gain access to essential Local Authority data specific to the Highway Maintenance sector.

[spinfishpublishing.co.uk/shop](http://spinfishpublishing.co.uk/shop)



**SPINFISH**  
PUBLISHING LTD

01273 491462 | [www.spinfishpublishing.co.uk](http://www.spinfishpublishing.co.uk)  
1st Floor | Jasmine House | High Street | Henfield | West Sussex | BN5 9HN

VAT Reg: 241 3133 55 Company Registration Number 9875181



**24<sup>TH</sup> EDITION**  
**HIGHWAY ELECTRICAL YEARBOOK >**

**MEDIA PACK**



## INDUSTRY ESSENTIALS

The Highway Electrical Yearbook is published annually in November, providing invaluable, up to date information for the Street Lighting and Traffic Signals industry.

- Usefully sized 'handbook' format, spiral bound with a durable cover and gloss page inserts
- Providing current data and statistics showing the changes that are shaping the industry
- Comprehensive Local Authority listings reflecting the changes in personnel, consultants, contractors, length of contract and expiry dates
- League tables of contractors and local authorities, surveys and statistics
- Survey of lighting units, signs and bollards and traffic signals
- Details of associations, private and public organisations, consultants, contractors and manufacturers and suppliers.

## HOW DO I BOOK?

Take a look at our sizes and rates to see which will work for you. To check availability and discuss your requirements call us on **01273 491462**.

Email your requirements (or your copy instructions if you require our design service) to [alice@spinfishpublishing.co.uk](mailto:alice@spinfishpublishing.co.uk).

## MECHANICAL DATA

### Full page Gloss Tab Divider adverts

**Size** 210mm high x 102mm wide including tab

**Bleed** (essential) At least 3mm all round

**Tab** 30mm high x 7mm wide (location of tab depends on the position in yearbook)

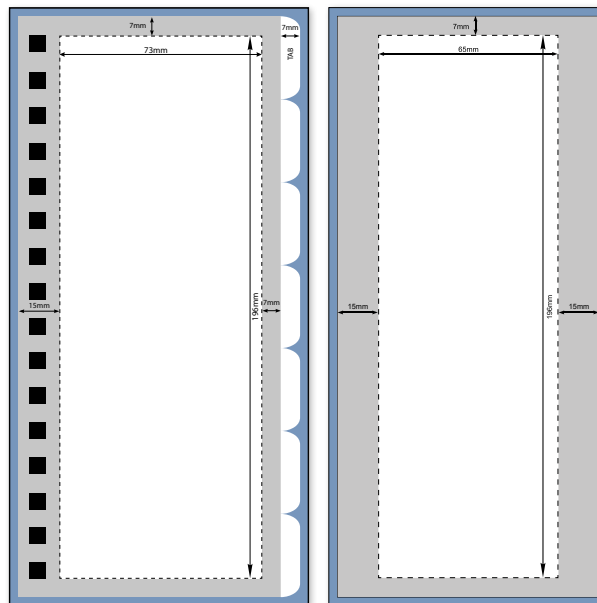
**Allowance for ring binding** 15mm out of 102mm width

### Full page Gloss Divider adverts (no tab)

**Size** 210mm high x 95mm wide

**Bleed** (essential) At least 3mm all round

**Allowance for ring binding** 15mm on right and left



### Quarter page advert

**Size** 44mm high x 74mm wide

**Bleed** None

### Half page advert

**Size** 88mm high x 74mm wide

**Bleed** None

See our website for the full range of advert types and sizes  
[spinfishpublishing.co.uk/advertise](http://spinfishpublishing.co.uk/advertise)

## OUR DESIGN SERVICE

If you don't have your own artwork it's not a problem, our designer can help. We can create an advertisement from your logo, copy and instructions, or if your artwork is not the correct dimensions we can amend it for you.

If you would like images on your advertisement we will need these as large files (over 300dpi) so they reproduce clearly, we can source these for you if necessary.

Our designer will interpret your instructions and create a first proof. Please check the details carefully and email us with any corrections.

### How much does it cost?

1/4 page, 1/2 page and full page run of paper artwork is free of charge. Gloss full page artwork is charged at an hourly rate, please ask for a quote.

## ARTWORK REQUIREMENTS

**High resolution .jpeg, .pdf or .eps files**

**Picture quality at least 300dpi at 100%**

**All fonts and pictures embedded**

Please send digitally to: [alice@spinfishpublishing.co.uk](mailto:alice@spinfishpublishing.co.uk)

For advertisements to be created by us, please supply: Logo or picture in tiff, jpeg or pdf format. Accurate text in word document. Our Yearbooks are printed on CMYK colour palette, in full colour, on high quality managed forest paper. Inks used are vegetable based and not environmentally harmful.

## TERMS AND CONDITIONS

Placing an advertisement is subject to our terms and conditions please see our website

[spinfishpublishing.co.uk/terms-conditions](http://spinfishpublishing.co.uk/terms-conditions)

Our Privacy Policy is available on our website. For a hard copy please call 01273 491462.

[spinfishpublishing.co.uk/privacy-policy](http://spinfishpublishing.co.uk/privacy-policy)

## PRE-ORDER YEARBOOK SALES

Take advantage of our special offer. Pre-ordered copies of HEY are available to Advertisers for £59.50, a discount of 30% off the retail price of £85.50.