

# Media Pack 2025...

# Hello...

Spinfish Publishing is the home of the Highway Electrical Yearbook, Highway Maintenance Yearbook and now our new online directory, Highway Index.

## Industry Essentials

### PRINT

The **Highway Electrical Yearbook** is published annually in November in conjunction with the Highway Electrical Association, providing invaluable, up to date information for the street lighting and traffic signals industry.

The **Highway Maintenance Yearbook** is published annually in June, providing similar essential data for the road maintenance 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, contract term and expiry dates
- › League tables of contractors and local authorities, surveys and statistics
- › Survey of lighting units, signs and bollards, traffic signals and EV chargers in HEY, and road lengths in HMY
- › Details of associations, private and public organisations, consultants, contractors and manufacturers and suppliers

### DIGITAL

The **Highway Index** combines both essential yearbook data in digital format, but with more information than ever.

**highwayindex.co.uk** covers the road maintenance, street lighting, traffic signals and electric vehicle charging sectors, combined in one online directory, and linking seamlessly from local authority contract data to the consultants and contractors in each sector.

- › Over 1,000 companies listed
- › Over 240 local authority listings
- › Limitless category selections for each company, approximately 250 categories available
- › Searchable by company, authority sector, category, contract term, start and expiry in each discipline
- › Immediate updates as soon as we hear them
- › Enhanced company listings – telling you more about each company and their key people

## How do I book?

Take a look at our sizes and rates to see which will work for you.

To check availability (some positions in both printed and digital format have limited availability) and discuss your requirements call us on 01273 491462.

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



# Rate Card...

## PRINT

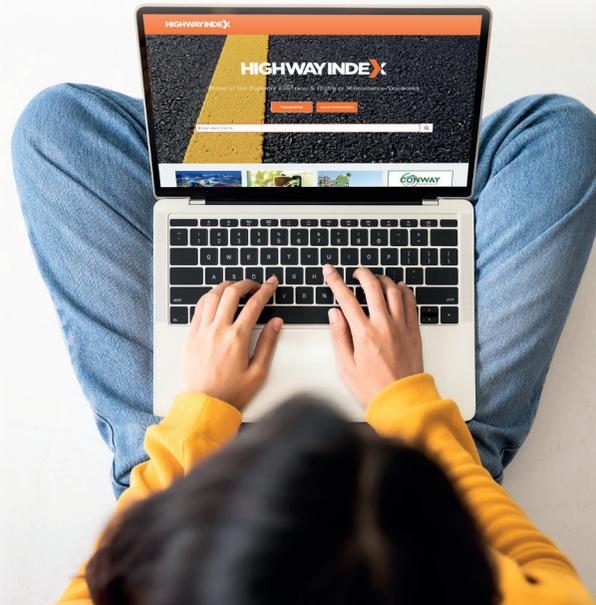
	HIGHWAY ELECTRICAL YEARBOOK PER ANNUM	HIGHWAY MAINTENANCE YEARBOOK PER ANNUM
Premium Gloss Divider (Inside Front/Inside Back cover)	£1,550	£1,450
Gloss Tab Divider (Front & Reverse sections)	£1,230	£1,176
Gloss Full page (no tab)	£1,230	£1,176
Full page	£700	£675
Half Page	£408	£402
Quarter Page	£248	£244
Bold Standard Entry	£110	£102
Additional Standard Entry	£67	£67
Standard Entry (one category only)	FREE	FREE
Yearbook - Advertiser pre-order (30% discount)	£61	£61
Yearbook - Retail Price	£87	£87

Prices listed per entry and are exclusive of VAT at the current rate

## DIGITAL

	PER ANNUM	PER MONTH
Company Listing	FREE	FREE
Ad Free Company Listing	£120	
Enhanced Company Listing	£300	
Subscription - Individual (1 User)	£144	
Subscription - Team (3 Users)	£240	
Subscription - Company (10 Users)	£480	
#1 Priority Search return Gold	£600	
#1 Priority Search return Silver	£400	
#1 Priority Search return Bronze	£300	
#2-5 Priority Search return Gold	£350	
#2-5 Priority Search return Silver	£250	
#2-5 Priority Search return Bronze	£150	
MPU - Companies Home Page	£2,500	£250
MPU - Local Authorities Home Page	£2,500	£250
MPU - Category Page Gold	£1,500	£150
MPU - Category Page Silver	£1,000	£100
MPU - Category Page Bronze	£700	£70

Prices listed are exclusive of VAT at the current rate



## Print Copy Deadlines

**HEY:** 16 August 2024

**HMY:** 21 March 2025

Bookings are subject to availability. Please contact us to place your booking (including relevant purchase order numbers) as soon as you can to take advantage of limited availability positions and to allow us plenty of time to get your artwork 100% correct.

## Design Service

If you don't have your own artwork our designer can help. We can create an advertisement from your logo, copy and instructions, or may be able to amend existing artwork.

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.

## 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**

## Terms & Conditions

Placing an advertisement in our printed or digital products and use of highwayindex.co.uk is subject to our terms and conditions, please see our website

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

We treat all the data we look after with care, please see our Privacy Policy [spinfishpublishing.co.uk/privacy-policy](https://spinfishpublishing.co.uk/privacy-policy)

For a hard copy please call 01273 491462.

# Mechanical & Technical...

## PRINT

### Full page Gloss Tab Divider adverts

**Size** 102mm wide x 210mm high including tab  
**Bleed** (essential) At least 3mm all round  
**Tab** 7mm wide x 30mm high (location of tab depends on the position in yearbook)  
**Ring binding** 15mm out of 102mm width (see image A)  
**Resolution** 300dpi at 100%  
**File format** High resolution .jpeg, .pdf, .eps files  
 All fonts and pictures embedded

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

**Size** 95mm wide x 210mm high  
**Bleed** (essential) At least 3mm all round  
**Ring binding** 15mm on right or left (see image B)  
**Resolution** 300dpi at 100%  
**File format** High resolution .jpeg, .pdf, .eps files  
 All fonts and pictures embedded

### Half page advert

**Size** 74mm wide x 88mm high  
**Bleed** None  
**Resolution** 300dpi at 100%  
**File format** High resolution .jpeg, .pdf, .eps files  
 All fonts and pictures embedded

### Quarter page advert

**Size** 74mm wide x 44mm high  
**Bleed** None  
**Resolution** 300dpi at 100%  
**File format** High resolution .jpeg, .pdf, .eps files  
 All fonts and pictures embedded

See our website for the full range of advert types and sizes

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

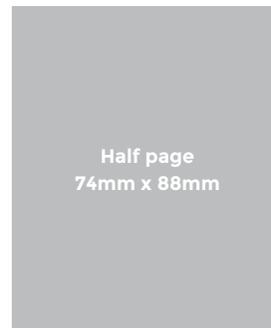
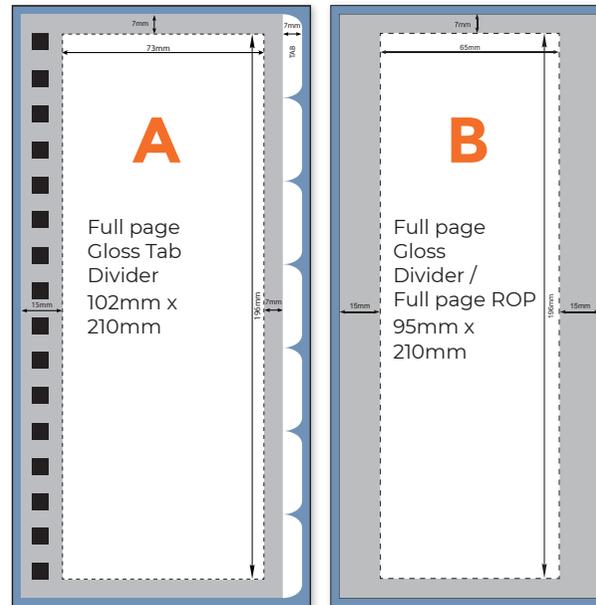
## DIGITAL

### MPU (Mid Page Unit)

**Dimensions** 1200px wide x 1000px high (preferable)  
 600px wide x 500px high (minimum)  
**File format** .eps, .ai, .png, .jpeg  
**File size** High resolution (optimised in house)  
**Links** All MPUs link to your chosen URL  
**Platforms** Desktop web, Tablet web, Mobile web

See our website for the full range of advert types and sizes

[highwayindex.co.uk/advertise](http://highwayindex.co.uk/advertise)



## Artwork Service

If you wish to use our artwork service, please supply:  
 Logo or picture in tiff, jpeg or pdf format and accurate text in a word document or email.

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

## Environment

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.

01273 491462

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

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