

# JAZZ RAG RATE CARD

## BLACK & WHITE

Size	Cost	Dimensions (width x depth)
Page	£485	186mm x 270mm
Half	£275	186mm x 132mm (landscape) 90.5mm x 270mm (portrait)
Third	£210	88mm x 186mm
Quarter	£170	90.5mm x 132mm
Eighth	£90	43mm x 132mm (1 column width)
Sixteenth	£51	40mm x 90.5mm

## COLOUR

Back page	£970 colour	£685 mono
Inside front	£880 colour	£620 mono
Inside back	£835 colour	£580 mono

Mono subject to availability

SINGLE COLUMN CENTIMETRE: £7.00 (4 column page only)

CLASSIFIED LINEAGE: 25p per word (Minimum £4.00). PRE-PAYMENT IS REQUIRED PRIOR TO PUBLICATION.

AGENCY COMMISSION: 10%

SERIES DISCOUNTS AVAILABLE.

PLEASE CONTACT US FOR COSTINGS OF DIRECT MAILINGS AND INSERTS. QUANTITIES & COSTS CAN BE TAILORED TO SUIT.

ALL PRICES SUBJECT TO VAT AT CURRENT RATE

**0121-454 7020**

FAX: 0121-454 9996 e-mail: jazzrag@bigbearmusic.com www.thejazzrag.com

Contact: STEVE KELLY Publisher: JIM SIMPSON

THE JAZZ RAG P.O. BOX 944, EDGBASTON

Part of the Big Bear Music Group BIRMINGHAM B16 8UT

VAT No. 112 5150 26 ENGLAND

### CONDITIONS OF ACCEPTANCE

All advertisements are accepted on the basis that settlement of account is strictly 30 days from date of invoice. Failure to comply with this condition will nullify any discounts and may incur a penalty interest of 5% per month thereafter. Cancellations must be notified 10 days prior to the date of publication. Cancellations after this date will be charged at full rate card. All advertisements are accepted on the condition that the advertiser warrants that the advertiser does not in any way contravene the provision of the Trade Description Act 1988 and complies with the British Code of Advertising Practice. The Publisher reserves the right to refuse or withdraw advertisements and will not be liable for any loss or damage caused by late publication, error or failure of the advertisement to appear.

# JAZZ RAG ADVERTISING SPECIFICATIONS

The following guidelines give a specification of the artwork sizes required for publication in the Jazz Rag.

Please make sure the artwork you provide is at the correct size and saved in an appropriate file format.

# COLOUR ADVERTS (COVERS ONLY)

## BACK COVER

### Full page advert

	<i>high</i>	<i>wide</i>
TRIM	297 ×	210
TYPE AREA	273 ×	186
BLEED	303 ×	216



BLEED IS REQUIRED  
FOR BACK COVER ADS

## ARTWORK SPECIFICATION

All colour artwork is to be supplied to the following specifications.

Check the sizes shown to make sure your artwork is the correct size and has bleed added if required (only needed for back cover adverts).

Please supply artwork in either of the following formats:

- High-res print ready PDF

or

- High-res jpeg or TIFF saved at 300 dpi actual size  
CMYK (for TIFFs) or RGB (for jpegs)

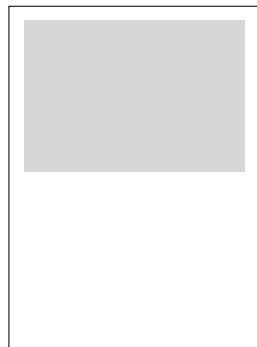
Please send final artwork before 2 pm on date of the deadline to:

[creative@fire-loop.co.uk](mailto:creative@fire-loop.co.uk)

## INSIDE FRONT & BACK COVERS

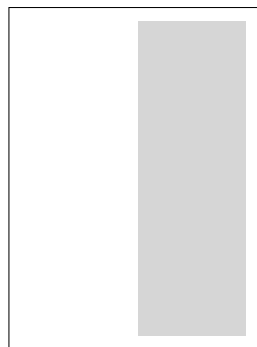
### 1/2 page advert – LANDSCAPE

	<i>high</i>	<i>wide</i>
TYPE AREA	132 ×	186



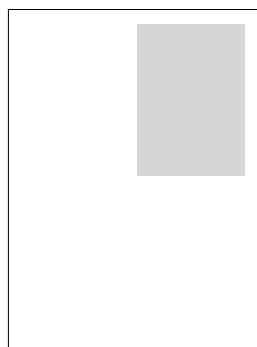
### 1/2 page advert – PORTRAIT

	<i>high</i>	<i>wide</i>
TYPE AREA	273 ×	90.5



### 1/4 page advert

	<i>high</i>	<i>wide</i>
TYPE AREA	132 ×	90.5

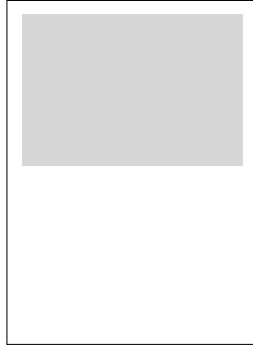


# BLACK/WHITE ADVERTS

## LARGE ADVERTS – STANDARD SIZE

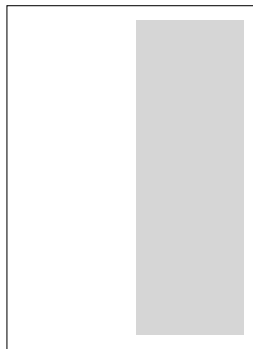
### 1/2 page advert – LANDSCAPE

TYPE AREA      *high*      *wide*  
132 × 186



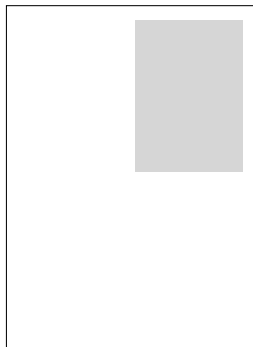
### 1/2 page advert – PORTRAIT

TYPE AREA      *high*      *wide*  
270 × 90.5



### 1/4 page advert

TYPE AREA      *high*      *wide*  
132 × 90.5



## ARTWORK SPECIFICATION

All BW or greyscale artwork is to be supplied to the following specifications.

Check the sizes shown to make sure your artwork is the correct size and has bleed added if required (only needed for back cover adverts).

Please supply artwork in either of the following formats:

- High-res print ready PDF

or

- High-res jpeg or TIFF saved at 300 dpi actual size greyscale or BW

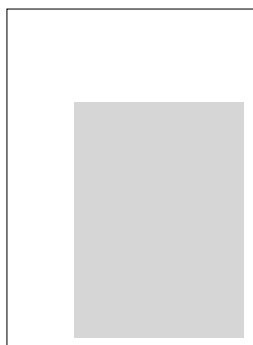
Please send final artwork before 2 pm on date of the deadline to:

[creative@fire-loop.co.uk](mailto:creative@fire-loop.co.uk)

## LARGE ADVERTS – NON-STANDARD

### 3/4 page advert

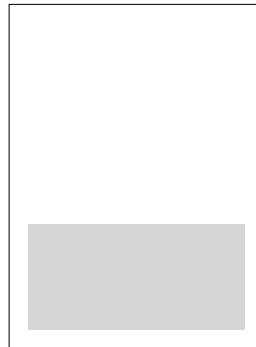
TYPE AREA      *high*      *wide*  
200 × 138



# BLACK/WHITE ADVERTS

## 1/3 page advert

TYPE AREA      *high*      *wide*  
 88      x      186



## ARTWORK SPECIFICATION

All BW or greyscale artwork is to be supplied to the following specifications.

Check the sizes shown left to make sure your artwork is the correct size and has bleed added if required (only needed for back cover adverts).

Please supply artwork in either of the following formats:

- High-res print ready PDF

or

- High-res jpeg or TIFF saved at 300 dpi actual size greyscale or BW

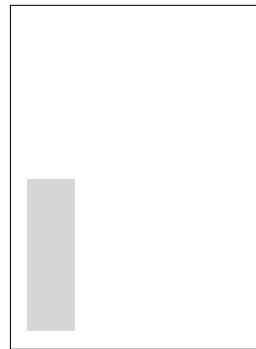
Please send final artwork before 2 pm on date of the deadline to:

[creative@fire-loop.co.uk](mailto:creative@fire-loop.co.uk)

## SMALL SPACE ADVERTS

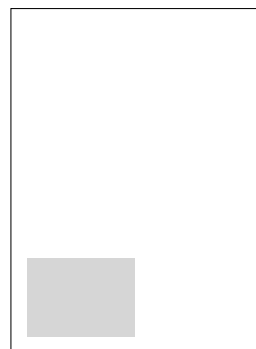
### 1/2 page height with one column width advert

TYPE AREA      *high*      *wide*  
 132      x      43



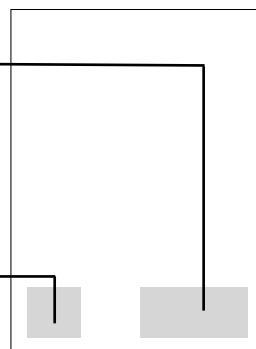
### Two column advert

TYPE AREA      *high*      *wide*  
 40      x      90.5



### Two column advert – V. SMALL

TYPE AREA      *high*      *wide*  
 40      x      90.5



### One column advert – V. SMALL

TYPE AREA      *high*      *wide*  
 40      x      43