

BATTLEGAMES MAGAZINE ADVERTISING RATES (updated 1st January 2010)

Prices are based on artwork being supplied by the advertiser. If design work is required, the price is indicated below for design (D) and subsequent updates to text and squared-up images (U). More complex design work will be quoted separately (e.g. cut-outs, special effects etc). Prices include proofs (printed or PDF/JPEG). Ad sizes are given in millimetres (height first).

DISPLAY ADS

Number of insertions:	1	3	6	DESIGN COSTS
Full Page (297 x 210)	£250	£225	£200	D £30 / U £15
1/2 Page (131 x 185)	£150	£137	£125	D £20 / U £10
1/4 Page (131 x 90)	£87	£81	£75	D £15 / U £5
1/8 Page (63.5 x 90)	£56	£53	£50	D £10 / U £5
1/16 Page (63.5 x 42.5)	£41	£39	£37	D £5 / U £NIL
Special positions (inside front cover, inside back cover, outside back cover) strictly first-come, first-served, full pages only.	£275	£248	£220	D £30 / U £15

CLASSIFIED ADS

20p per word, minimum 15 words including address/contact details. For boxed ad including photo and/or logo, add £10 per image/logo, maximum 2 images. To fit our standard three-column format., approx 57.5mm wide. Payment with order.

INSERTS AND COVER MOUNTS

Price on application depending on type

CANCELLATION

Special positions	1 month prior to copy date
Others	2 weeks prior to copy date

PAYMENT

In advance for bookings obtaining series discounts. On publication for new accounts, others within 30 days of invoice, dependent upon account conduct, except classifieds, which require payment with booking.

PAYMENT METHODS

Cheque	Make payable to Battlegames Ltd Send to The Editor, Battlegames, 17 Granville Road, Hove BN3 1TG, East Sussex, UK
Credit/debit card	Call us on 01273 323320 to pay over the phone, or download a credit card payment form from our website.
PayPal	Send payment via PayPal accounts to info@battlegames.co.uk . We can also invoice you via PayPal.

You can also pay using your credit/debit cards via PayPal on our site. You do not need a PayPal account to do so. PayPal is completely secure and we make no additional charge. PayPal have a New User Limit. Until they have verified their account, the amount of money a new user can send through PayPal is subject to a Sending Limit of £500. To verify their account, a new user must confirm their email address and set up bank funding. We accept payments via BACS: contact us for details. We will also soon be able to take payment via Direct Debit, or credit/debit card over the phone (check our site for announcements).

DISCOUNT

Non-prepaid invoices paid within 14 days of booking will be rewarded with a 10% discount on your next invoice.

ADDITIONAL BENEFITS FOR DISPLAY ADVERTISERS

Display advertisers will receive a complimentary copy of any edition of the magazine in which you place an ad. We will also place a link in the Recce section of our website, to your own website.

PRODUCTION GUIDELINES

Acceptable formats for artwork are: TIFF (with or without LZW compression); BMP; PDF; EPS (single file); JPEG.

PDF and EPS files must be supplied **with all fonts encapsulated** – ideally, converted to outlines. **Minimum resolution of artwork** at final size: 200dpi, 300dpi preferred. Colour files can be supplied as CMYK or as RGB if you are happy for us to convert. Full page ads should be given 3mm bleed all round. If you have any queries, please call Henry immediately on +44 (0)1273 323320. If *Battlegames* is creating your artwork, a proof will be supplied. **It is your responsibility to check this proof.** Any errors or minor changes will be carried out and a further proof supplied. Any further changes will be charged at cost as author's corrections. *Battlegames* takes no responsibility for errors on artwork supplied, and we reserve the right to refuse any ad or artwork.

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