

The *Journal* - www.journalwsd.org.uk - is a well-established quarterly magazine published in February, May, August and November. A digital edition, published at the same time as the print edition, is also available.

All rates given are for one ad in a single issue of the *Journal* (it will appear in both print and digital editions).

PRINT DISPLAY ADVERTISEMENTS (Payment by booking date)

All advertisements should be supplied as print-ready PDFs with all fonts embedded. Instructions for making suitable files from Acrobat Distiller / Adobe InDesign / QuarkXPress / Microsoft Word / Microsoft Publisher available from http://www.henryling.co.uk/net/downloads/file_specs.pdf

To ensure quality reproduction, images should ideally have a minimum resolution of 300 dpi for photos and 1270 dpi for line-work in the PDF (i.e. at their finished sizes). **N.B. Images produced for the web are not suitable for print and image files saved as JPEGs are not recommended. This should not be confused with a display ad on the Journal's web site (see right) for which a JPEG is required.**

Colour files should be supplied as CMYK. RGB and spot colours will be converted to CMYK but there may be some colour shift.

Web/email addresses in PDFs will appear as clickable hyperlinks in the digital edition of the *Journal* if the link(s) work in the PDF file, **providing:**

- The text used must **not** be made out of an image or be vectorised (also known as converted to "curves" or "outlines"). In such cases manually creating hyperlinks on top of these areas will not work in the digital edition (even though they work in your PDF).
- PDFs created in Adobe Photoshop will not work.
- The web/email address appears all on one line – web/email addresses split over two lines will not appear as hyperlinks in the digital edition.

Layout/Designs and typesetting charges can be discussed as required.

| Costs | Width/Height | Mono/Colour |
|--------------|--------------|-------------|
| Full Page | 170 x 270 mm | £440.00 |
| Half Page | 170 x 130 mm | £220.00 |
| Quarter Page | 82 x 130 mm | £120.00 |
| Eighth Page | 82 x 63 mm | £60.00 |

Adding hyperlink(s) to advert in digital edition – £4 per issue

Advertising enquiries should be addressed to Pete Leonard email: ads@journalwsd.org.uk

CLASSIFIED ADVERTISEMENTS (Payment with order)

Standard classified: 40p per word. Minimum charge £8.00.

Boxed classified: 50p per word. Minimum charge £10.00.

Semi display classified: may include own artwork: £6.00 per column cm, column 42mm wide; layout/design charges for semi display advertisements can be discussed as required.

See sample classifieds below.

WEB DISPLAY ADVERTISEMENTS (web site links), and CLASSIFIED ADVERTISEMENTS on The Journal Website

Available on request, at no extra cost, to advertisers placing printed advertisements in the *Journal*, for the currency of the relevant issue(s) containing the print advert: Copy: jpg format; resolution 96 or 72dpi; 500 pixels square; website address to link to. **N.B. This should not be confused with a display ad in the digital *Journal* (see left) for which a PDF is required.**

WEB-ONLY ADVERTISEMENTS (Payment with order)

If you have missed the deadline for an ad in the printed *Journal*, you may have an ad appear on our web site, as above, for the same cost as an eighth page or a boxed classified ad.

PRODUCTION SCHEDULE 2020/21

| Issue | Copy Date | Publication |
|--------|------------------|-------------------|
| Summer | 1 March 2020 | 22 May 2020 |
| Autumn | 1 June 2020 | 26 August 2020 |
| Winter | 1 September 2020 | 20 November 2020 |
| Spring | 1 December 2020 | End February 2021 |

PAYMENT

Invoices are most simply paid directly to the *Journal's* bank account. Cheques should be made payable to *The Journal for Weavers, Spinners and Dyers*. Payments may also be made via PayPal.

DISCOUNTS:

A discount of 50% is given on both display and classified ads placed by the Association and affiliated Guilds.

A discount of 10% is given on both display and classified ads booked and prepaid for four consecutive issues.

Examples of a 36 word advert in classified, boxed classified and semi display formats

THE JOURNAL CIRCULATION is in the region of 2300, through 20 countries, with subscribers primarily in the UK. Readership is broader as the *Journal* is available to over 4500 guild members and in many college libraries.

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