

# TREE OF LIFE

## Advertisement Rates

for Spring/Summer 2010 Issue

Print Run 6,000 Readership 12,000 (estimated)

(Tree of Life Magazine is ran on a not-for-profit community basis)

Twelfth Page	£ 45
Eighth Page	£ 60
Quarter Page	£ 90
Third page	£115
Half page	£165
Full Page	£300
Inside Front Cover	£350
Inside Back Cover	£350
Outside Back Cover	£400
A6 Inserts to the Magazine -	£50 per 1000 inserts
A5 Inserts to the Magazine -	£65 per 1000 inserts
A4 Inserts to the Magazine -	£80 per 1000 inserts

All adverts are available in full colour at no extra charge.

Also, if you pay in advance for the same advertisement (priced above) to run for 4 issues over one year (the magazine is published quarterly), then the cost is only that of 3.

**Non-computer-literate easy Box ad: 1/12 page (60mm x 60mm) basic layout – up to 50 words max with no images and no frills: £25**

### For the Notice Board of the Magazine:

Dates for your Diary, Ongoing Groups and The Holistic Directory the advertising rate is: Classified Lineage **40 pence per word**, minimum 10 words.

### Mechanical data

Full page:	portrait	190 x 255mm
Half page:	landscape	190 x 125mm
	portrait	92.5 x 255mm
Quarter page:	portrait	92.5 x 125mm
	landscape	190 x 60mm
Eighth page:	landscape	92.5 x 60mm
Twelfth Page	landscape	60 x 60mm

**Advertisement copy deadline: Febuary 24th 2010**

**NB: Deadlines are for camera-ready/pdf copy only**

Tree of Life magazine  
99 Blenheim Road, Moseley, Birmingham B13 9UA  
Tel: 0121 449 4086 Mobile: 078 3335 8896  
Email: editors@treeoflifemagazine.com  
Website: www.treeoflifemagazine.com

## Advertisement Terms and Conditions

Graphic adverts should be complete, to exact size and saved as .pdf, .eps, .qxp or common graphic format (.tif, .jpg, .pct, .bmp etc). 'Graphic' includes text adverts using other than Arial, Helvetica, Times, Times New Roman fonts unless the font is supplied by the advertiser.

Hard copy should be sent camera-ready and in proportion to the measurements above, same size or larger.

Resolution, quality and proofing are the responsibility of the advertiser in all cases. This includes ensuring that all finished advertising copy sent to us in pdf format has the fonts **embedded**. Failure to do this will result in the advertisement appearing with different fonts from those sent.

Microsoft Word/Office/Works/ files are NOT acceptable for adverts containing pictures, logos or any graphic element. Microsoft Publisher files are not acceptable under any circumstances.

Text-only display adverts and lineage may be sent in MS Word, Lotus SmartSuite, WordPerfect or AppleWorks formats; or in rich/plain text (.rtf/.txt). Microsoft Works files (.wps) are not acceptable unless they contain only plain text. Lineage may also be sent in any other readable form including handwritten, typed, or open e-mail.

Adverts can be made up to customers' specifications by arrangement and for a fee dependent on the advertisement size and work involved. A minimum of one month's notice prior to deadline dates is required and final proofing will be the responsibility of the advertiser.

Adverts in the online version of *Tree of Life* may appear differently as necessary for optimum on-screen appearance of the magazine. The advertising rates quoted from time to time by *Tree of Life* magazine are for inclusion in the printed version only and payable in advance. Inclusion of display adverts in the online version is dependent upon successful conversion from the printed format and is not charged for. Lineage adverts appear in both printed and online magazines. Banner adverts for the online magazine only may become available later.

The publishers reserve the right to refuse any advert they consider unsuitable.

Advertisement copy may be submitted by post or email (addresses below). Copy sent by post may be submitted on 3.5 inch floppy disk, Zip disk (formatted in DOS, Windows 3.1/95/98/2000 or XP or AppleMacintosh OS 7.x/8.x/9.x/OSX) or CD-ROM, Copy submitted by email, as well as conforming to the specifications and conditions above, must be virus-free. Any submitted copy or the email by which it was sent found to contain a virus, worm, trojan horse or other type of malware will be destroyed and the sender notified to re-submit copy after his or her computer has been cleaned of any virus.

Advertisement copy should be sent by post to: ***Tree of Life* magazine, 99 Blenheim Road, Moseley, Birmingham B13 9UA.** Please email advertisements to: [editors@treeoflifemagazine.com](mailto:editors@treeoflifemagazine.com)

