

## Summary of Terms and Conditions for the acceptance of Advertising.

The issue of an Order Confirmation shall amount to an offer by Danby Advertising, acting on the behalf of the publisher, to the advertiser to enter into a contract. The signature and return of an Order Confirmation shall amount to the advertisers acceptance of the contract.

The advertiser will ensure that copy is received in the correct format before the due copy date. If the advertiser does not fully comply the publisher reserves the right to repeat the advertisers previous copy, if available, or charge the gross amount for the space booked as shown in the rate card section.

The advertiser is responsible for ensuring the advertisement complies with any legal or regulatory requirements. The publisher reserves the right to suspend any advertisement deemed as in breach of the requirements, without breach of contract.

Any production work deemed necessary to bring any advertisements to the publishers required format will be charged for.

An advertiser may change the size or shape of an advertisement, or cancel an advertisement by giving notice in writing not less than 12 weeks before copy date. Any cancellation notice issued other than 12 weeks before copy date shall be ineffective and the advertiser shall be liable to pay the gross amount for the space booked as shown on the rate card.

The publisher and editor reserve the right to change the reserved location of an advertisement at any time for good reason, without breach of contract.

All amounts quoted are exclusive of VAT, which shall be due at the rate ruling on the payment date.

Pre-payment is required before copy date for all advertising. Where credit terms are agreed, advertising will be invoiced on publication and payment will be due 30 days from the date of invoice. Credit Forms available from RSGB HQ.

Any claim by the advertiser, based on any error or omission in the advertisement, shall be notified to the publisher not more than 7 days after receipt of their invoice, as supplied on publication.

A full copy of the Terms and Conditions for the acceptance of advertising is available on request.

*The Radio Society of Great Britain and Danby Advertising will not accept any liability for quality of reproduction when files are not supplied in the accepted format, or for error where a suitable proof has not been provided.*

*Copy provided in formats other than those accepted may incur a pre-press production charge on the amount of work involved to bring them to the specified format.*

	1 Insertion	6 Insertions	12 Insertions
Full Page	£1150	-10%	-20%
Half Page	£620	-10%	-20%
Quarter Page	£390	-10%	-20%
Eighth Page	£230	-10%	-20%
Business Card	N/A	£165*	£330*

Premium Rates may apply to certain positions, inserts rates available on request

\* One off setup charge applies £25

### Copy deadlines ( subject to verification)

#### 2007

Issue	Booking deadline	Copy deadline
January	17 November	24 November
February	13 December	20 December
March	19 January	26 January
April	16 February	23 February
May	23 March	30 March
June	20 April	27 April
July	25 May	1 June
August	22 June	29 June
September	20 July	27 July
October	17 August	24 August
November	21 September	28 September
December	19 October	26 October

#### 2008

Issue	Booking deadline	Copy deadline
January	16 November	23 November
February	12 December	19 December
March	18 January	25 January
April	15 February	22 February
May	22 March	29 March
June	19 April	26 April

### Mechanical data

	width x depth (mm)		bleed
	type	trim	
Double page spread	400x277	420x297	426x303
Full page	190x277	210x297	216x303
Half page horizontal	190x135	210x145	216x148
Half page vertical	93x277	103x297	106x303
Quarter page	93x135	n/a	n/a

### Artwork specs – accepted formats

We accept copy supplied as QuarkXpress, Freehand, and Photoshop and Illustrator EPS files, JPEG, TIFF, and PDF format (optimised for press) files. All files must be supplied in CMYK colour space, along with all fonts and images embedded in High resolution PDFs. Crop marks and bleed (where applicable) must be included. Files must be full size and of high resolution. Images must be at least 300dpi.

### Please send your copy or files on disc to:

Danby Advertising, 299 Reepham Road, Norwich, NR6 5AD, UK All files must be Digital files and supplied on CD or via Email to

All digital files must be accompanied by a page proof. Electronically transmitted files must be followed by a page proof to arrive by post no later than the copy deadline. Any amendments to files supplied will incur extra charges, Danby Advertising will be happy to make amendments for an additional fee.

### Creative Design Service

We offer a graphic design service for any advertiser who may require help creating their advertising. A brief for the design must be received at least two weeks before copy deadline. Please call for a quote on 01603 419204. or Fax on 01603 404141



# Reach New markets...

Did you know that RadCom:

- Is the only dedicated amateur radio magazine with a verifiable 23,000 circulation – guaranteed!
- Is the only dedicated amateur radio magazine to show a pass on readership of 2.4 readers for every copy – giving you an unsurpassed exposure of potentially 60,000 readers!
- Is the only dedicated amateur radio magazine to give you 'real value' at best possible cost. The advertising cost starts at as little £27.50!
- Is recognised as 'the industry magazine' for the serious amateur radio devotees!

RadCom magazine gives you the highest guaranteed circulation to the serious amateur radio enthusiast – at the very best value price



So, if you want to be amongst those who already know... Don't miss out - call Chris Danby on **0870 904 7377**

To advertise call Chris Danby on **0870 904 7377**

# If you want to reach people interested in radio, computers or electronics then you need to know about RadCom !

There are 60,000 licensed radio amateurs in the UK and they make up the backbone of Britain's Radio Engineers, Wireless System Technicians and Electronics Gurus. The only advertising medium that reaches the majority of these people is RadCom.

RadCom is easily the biggest circulation amateur radio magazine in the UK and no one has more information every month on the subject. At a 100 page issue size, RadCom is around 30% bigger than its nearest rival and contains more content than any other magazine in the market.

As part of our on-going development we are producing a lively, dynamic and forward-looking magazine catering for the fastest growing circulation in the market.

As a subscription only magazine RadCom is for those people who are firmly committed to radio as a hobby, with every reader actively scanning the pages every month. RadCom's advertising reach extends to almost every radio amateur in the UK and it is easily the best medium to target this vibrant market.

- **Ideal to recruit for Electronics, RF engineers & Technicians**
- **Ideal to RF decision makers**
- **Highly computer literate market**
- **Users of electronic**
- **Avid users of technology**
- **The Biggest magazine to reach Britain's Radio Amateurs**



## Every month RadCom contains

### News and reports

More depth and detail from the RSGB and the amateur radio world

### Reviews

Considered technical reviews of a huge range of equipment for the radio amateur

### Down to earth

Britain's only dedicated editorial section for the amateur beginner

### Technical features

Editorial items to build or experiment with – plus our 'must read' columns

"Technical Topics" – The hugely popular amateur radio column published since 1958

"Whatever Next" – The future of technology inside and outside amateur radio

"In Practice" – Radio problems cured every month

### Regular Columns

No one covers the spectrum of amateur radio in such depth from the World Wide Web to Contests, Microwaves to LF, it is all covered in RadCom.

## Who are Radio Amateurs?

In a recent survey of Radio Society of Great Britain members it was found that:

- They are affluent with 60% being HF orientated where equipment can cost between £2000 and £5000
- Most are A1 or B1 consumers and highly skilled individuals
- 90% plus of amateurs describe themselves as PC literate
- Of the same amateurs over three quarters list PCs as an interest they have outside radio
- 75% of radio amateurs are constructors of things electronic
- They are decision makers in their work environment
- Amateurs list DIY and gardening as major interests along with large numbers who enjoy military history, aircraft and country pursuits

So, if you want to reach a regular and loyal readership, interested in all things electronic and with money to spend then RadCom is the advertising medium to use!

To advertise call Chris Danby on **0870 904 7377**