

- *Your Business* is the **official publication** of Ayrshire Chamber of Commerce and Industry.
- *Your Business* has been **established for more than 10 years**, and is recognised as a useful medium for the local business community.
- **5 issues** are published each year, in January, March, May, August, and October.
- *Your Business* is posted out (by Royal Mail) to **decision makers at 3,500 Ayrshire businesses**. Each chamber member receives their personal copy and an up-to-date database of other Ayrshire businesses accounts for the remaining circulation.
- *Your Business* is **A4** in size, **printed full colour** throughout on top quality gloss art stock. It is also available as a download from the Ayrshire Chamber website.
- *Your Business* has an advertising content limited to less than 40%. Interesting **business related editorial** ensures a reader-friendly environment to attract maximum impact for advertisers.
- The magazine is typeset by a leading Advertising Agency who can **assist in the design** of your advertisement.



## advertising rates and data

Size	Dimensions (mm)	Trim	Bleed	Rate
Double Page	270h x 396w	297h x 420w	305h x 428w	£1230.00
Full Page	270h x 190w	297h x 210w	305h x 218w	£695.00
Half Page (landscape)	132h x 190w	N/A	N/A	£397.00
Half Page (portrait)	270h x 91w	N/A	N/A	£397.00
Quarter Page (portrait)	132h x 91w	N/A	N/A	£245.00
Quarter Page (landscape)	61h x 190w	N/A	N/A	£245.00
Eighth Page	61h x 91w	N/A	N/A	£125.00

All rates are subject to VAT. Chamber members receive a 10% discount on the above rates. A 20% discount is applicable for 4 or more insertions booking at the same time.

## contacts

### Advertising:

Carol Simpson, Simply Advertising Scotland,  
Tel: 07930166195  
email: csimpson@simply-advertising.co.uk

### Editorial:

Valerie Russell, Ayrshire Chamber, Suite 1005, Glasgow  
Prestwick International Airport, Prestwick KA9 2PL.  
Tel: 01292 678666  
email: vrussell@ayrshire-chamber.org

### Production:

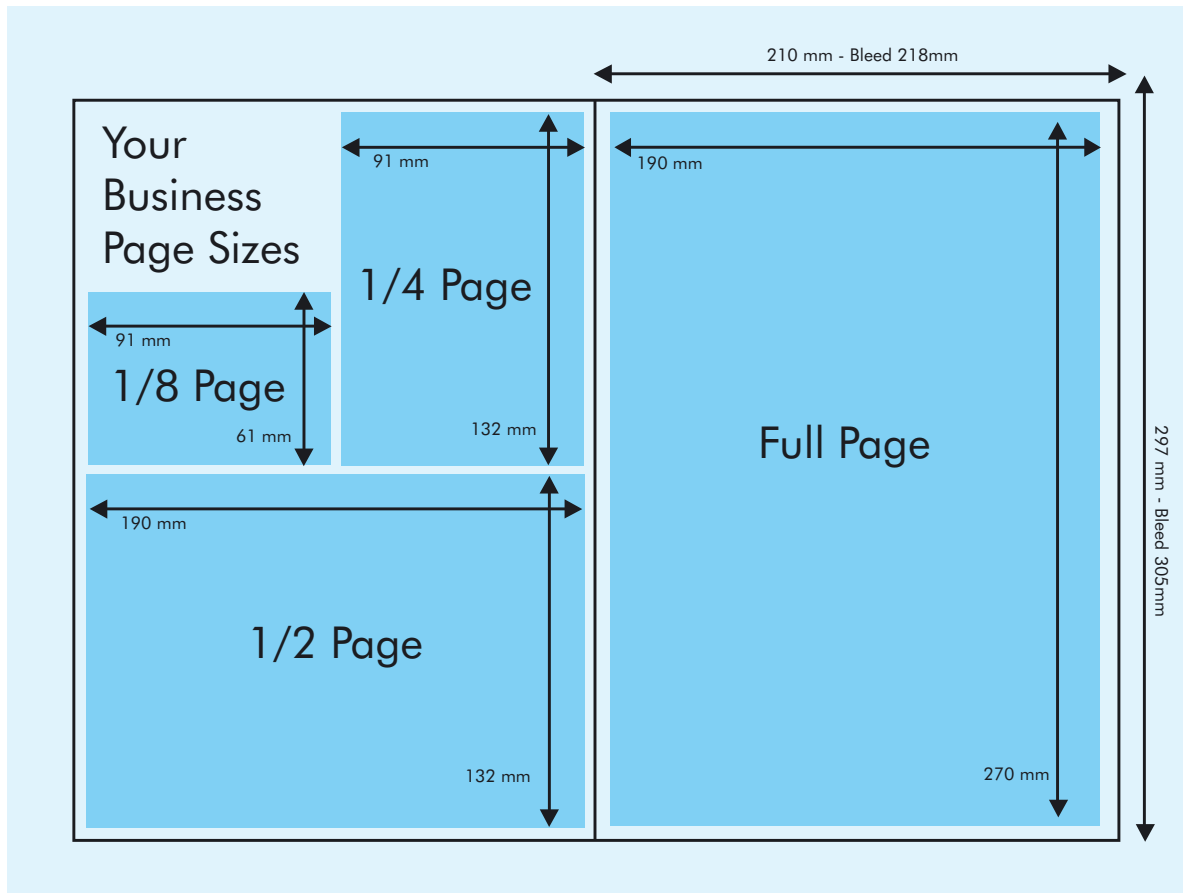
Advertisingworks, The Stable Block, 26 Wellington  
Square, Ayr KA7 1HH. Tel: 01292 885777  
email: daniel@advertisingworks.biz

## inserts

Members mailing (approx 700) £175+ VAT members  
£350+VAT non members  
Full Mailing £600 +VAT members  
(Max A4 size single sheet) £750+VAT non members

## deadlines

Issue	Distribution	Ad deadline
58	June	Fri 25 Apr
59	August	Thu 10 Jul
60	October	Thu 25 Sep
61	January 2009	Thu 04 Dec
62	March 2009	Thu 19 Feb



**COLOURS**

All colour files must be supplied as CMYK. RGB, lab or spot colours will be converted to CMYK automatically by our software and we cannot be held responsible for undesirable colour shifts.

**FONTS**

All fonts must be embedded in the document. We cannot receive fonts from customers because it is illegal. If you are supplying an EPS file then please ensure that all fonts have been converted to paths or outlines before saving. If fonts are not embedded in the document we must ask you to re-supply the file.

**RESOLUTION**

Colour and greyscale images should be 300dpi. monochrome images should be 1200dpi. Supplying images at low resolution can lead to a loss of quality. We do not check for low resolution images and we cannot accept liability for quality issues relating to this.

**SIZE**

All adverts should be supplied as single pages. If your advert is within a 5% tolerance of our specification then we will automatically re-size your advert without asking you. We cannot accept liability for the undesired results. If the advert is outside of the 5% tolerance we will ask you to re-supply the file at the correct size.

**NAMING**

Our file naming convention is “advertisers, magazine name, month”, eg.hays.01.yourbusiness.pdf.

**ACCEPTED FILE FORMATS**

We accept PDF (preferred), Postscript, EPS, TIF and JPEG.

**ACCEPTED APPLICATIONS**

We accept CMYK Illustrator and Photoshop files with fonts converted to paths. We do not accept QuarkXpress or InDesign files.

**FILE TRANSFER**

We can receive files via Email or disk.

The *Your Business* production email address is daniel@advertisingworks.co.uk (We can receive up to 10MB).

We can accept your advert on DVD or CD-ROM. Mac or PC versions are accepted but PC disks must be formatted to the ISO 9600 standard.

**BLEED**

Adverts should be supplied with 4mm bleed wherever they will be printed to the edge of a page. If bleed is not present you will be asked to re-supply or, depending on the design of your advert, we may add bleed for you.

**KNOCKOUT/OVERPRINT**

Ensure that knockout and overprint are set correctly in the source application document. These settings will be present in the PDF generated from the application file and will be honoured in print. We cannot accept liability where an advert appears incorrectly in print and the fault is shown to originate from the application file.

**CONTRACT PROOFS**

To help our printers achieve colour accuracy please can you supply a contract proof. A contract proof should be generated from a high quality proofing device such as a Cromalin proof. Laser proofs from desktops can be supplied as content proofs but these will not be sent to the printer.