Rate card CLASSIFIED PRINT ADVERTISING RATES

COMMUNITYcare
Working together for best practice in social care

Why advertise with Community care?

Reaching over 50,000 social care professionals on a weekly basis for over 30 years, Community Care is still the best route to market, upholding its reputation as an authoritative, engaging and influential publication due to its challenging approach to social care issues and its practical content driven features.

Readers take an average of 45 minutes reading the magazine and 70% of readers pass on their copy of Community Care, giving an average of 4 readers per copy overall.

CLASSIFIED ADVERTISING – effective 1st January 2005

	Courses	Classified
Scc	£24.50	£23.50
Full Page	£3,195	£3,060
Linage (min 20 words)	£3.10 per word	£2.75 per word
3 month linage (12 weeks)*	£410	£375
6 month linage (25 weeks)*	£635	£610
Spot colour**	£28.00 scc	£27.00 scc
Special colour***	£31.50 scc	£30.50 scc
Full colour	£33.00 scc	£32.00 scc
ADDITIONAL OPTIONS (PER INSERT)		
Coloured linage	£44.00	£44.00
3 months (12 weeks)	£27.50	£27.50
6 months (25 weeks)	£17.50	£17.50
Ruled linage	£7.00	£7.00
3 months (12 weeks)	£5.00	£5.00
6 months (25 weeks)	£4.00	£4.00

* 3 month and 6 month linage advertisements are restricted to a maximum of 40 words. Additional text at 65p per word per week.

** Cyan, magenta or yellow.

***Two colour mixes and Pantone matches.

10% agency commission - Community Care can only grant advertising agency commission to PPA or NPA recognised agencies who supply camera ready artwork or film accompanied by a valid media order.

All prices quoted are exclusive of VAT.

COLUMN WIDTHS

1 column	30mm
2 columns	63mm
3 columns	95mm
4 columns	128mm
5 columns	n/a
6 columns	193mm

SET SIZES

Quarter page:	130mm x 95mm
Half page landscape	130mm x 193mm
Half page portrait	260mm x 95mm
Full page type	260mm x 193mm
Full page trim	297mm x 210mm
Full page bleed	303mm x 216mm
DPS type	260mm x 406mm
DPS trim	297mm x 420mm
DPS bleed	303mm x 426mm

Gutter: Essential text should not be placed within 3mm either side of the gutter.

Booking and advertising deadline is 3pm Wednesday, 8 days prior to publication.

COPY AND ARTWORK REQUIREMENTS

Typesetting: Please supply clear, typewritten copy

Artwork: Please supply high resolution pdfs, 300dpi.
Send artwork to comcareclassified@rbi.co.uk

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ADS/ISDN/QUICKCUT

For advertisers wishing to transmit full artwork via ADS/ISDN/Quickcut, please ensure all copy is received prior to deadline (quoting the appropriate Community Care reference number) on:

ADS line number: 020 8770 9260

ISDN line number: 020 8388 0004

Quickcut files are preferred

GENERAL CONTACT INFORMATION

Contact the sales team on: 020 8652 4829

Send copy, artwork to comcareclassified@rbi.co.uk:
Community Care (Sales Office),
4th Floor HR,
Quadrant House,
The Quadrant,
Sutton,
Surrey,
SM2 5AS
Tel: 020 8652 4829
Fax: 020 8652 4382

General reader enquiries: 01444 445372
Subscriptions: 01444 445566
Editorial: 020 8652 4861

All advertisements are subject to RBI's standard terms and conditions

CANCELLATION DEADLINE

Wednesday 3pm - 8 days prior to Thursday publication

COMPENSATION

Whilst every effort is made to ensure total quality, please note that Community Care cannot compensate for any typographical errors, since advertisement proofs are available (at no extra cost) where the copy arrives by the specified deadlines. The maximum compensation for a colour error is limited to the advertiser's original colour rate. All advertising in Community Care is carried subject to Reed Business Information's standard conditions of acceptance. A copy is available on request.

Find out more

If you want more information or would like to place a booking contact the team on **020 8652 4829** or email **comcareclassified@rbi.co.uk**

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