communitycare

RECRUITMENT ADVERTISING RATES

RECRUITMENT ADVERTISING

Effective 1st January 2007

£51 per single column centimetre**
Plus **£450** per advertisement for Regional Jobs Xtra*

Set Size (Price includes Regional Jobs Xtra at £450)

Quarter page	**£2,485**
Half page	**£4,415**
Full page	**£7,305**

communitycare job filter

Job Filter email:
In addition to print ad - **£500** per vacancy

Email only - **£2000** (text or html provided) per vacancy

* Price includes *Regional Jobs Xtra* – a 5 line listing in Community Care magazine, consisting of Job Title, Organisation Name, Salary, Closing Date and Unique Reference Number. (Direct employers only) In addition, the full text of the advertisement from Community Care is uploaded into **www.communitycare.co.uk** for a minimum of 28 days.

** All adverts below quarter page follow the Scc rates:
Spot **+10%**, Special **+15%**, Full **+25%**
15% premium is charged to guarantee any special position.
10% agency commission – Community Care can only grant advertising agency commission to PPA recognised agencies who supply camera ready artwork, film, ISDN, ADS or Quickcut accompanied by a valid media order. All prices quoted are exclusive of VAT

COLOUR PREMIUMS/SPECIAL POSITIONS

+£270 spot colour (cyan, magenta, yellow)
+£390 special colour
(two colour mixes and pantone matches)
+£600 full colour

*N.B. Senior appointment salary starts from £45K

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:	**135mm x 95mm**
Half page landscape	**135mm x 193mm**
Half page portrait	**280mm x 95mm**
Full page type	**280mm x 193mm**
Full page trim	**297mm x 210mm**
Full page bleed	**303mm x 216mm**
DPS type	**280mm 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.

COPY & ARTWORK REQUIREMENTS

Typesetting:
Please supply clear, typewritten copy
Logos: Logos must be originals eg: letterheads, bromides etc.
Artwork: Please supply in camera ready form. Unmounted PMT preferred. Transmitted artwork via Quickcut, ADS and ISDN
Film: Positive, right reading, emulsion side down.
Mono: Screen 100.
Colour: Screen 133

RECRUITMENT ADVERTISING DEADLINES

Booking deadline:
11am Friday prior to publication

Copy deadline:
3pm Friday prior to publication

Setting deadline:
Thursday 5pm where a proof is required

Cancellation deadline:
11am Friday prior to publication

ADS/ISDN/QUICKCUT

For advertisers wishing to transmit full artwork via ADS/ISDN/Quickcut, please confirm booking by 2pm Friday, 4 days prior to publication.
Please transmit artwork by 1pm Tuesday (quoting the appropriate Community Care reference number) on:
ADS line number: 020 8770 9260
ISDN line number: 020 8388 0004
Quickcut files are preferred
Proof of advertisement must be supplied before transmitting electronically.

CONTACT

Contact the sales team on
020 8652 8870

Copy, artwork and film to:
Community Care (Sales Office),
12th Floor, Quadrant House,
The Quadrant,
Sutton, Surrey, SM2 5AS

Tel: **020 8652 8870**
Fax: **020 8652 3979**
Ad Doc: **DX 56420 Sutton**
General reader enquiries: **01444 445372**
Subscriptions: **01444 445566**
Editorial: **020 8652 4861**

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.