



# BSA Network Magazine

## Advertising rates and specifications

Effective for all advertising after 1 January 2010

*Network* is the British Sociological Association's (BSA) newsletter. It is mailed to a specialist readership interested particularly in sociology and, more generally, in the social sciences and humanities.

Promotional opportunities include page advertising and inserts. The BSA offers a **20% discount** to publishers, educational establishments and charities. All costs below are exclusive of VAT.

**Format:** A4 / full-colour / 36pp  
**Frequency:** 3 times a year - Spring, Summer and Autumn

---

### **PAGE ADVERTISING**

#### **Rates**

Full Page: £600  
Half Page: £300  
Quarter Page: £150

#### **Deadlines**

Summer issue in-magazine ads: 7 May 2010  
Summer issue inserts: 21 May 2010

#### **Special Positions**

Inside Front Cover (full page): £800  
Inside Front Cover (1/2 page): £400  
Inside Front cover (1/4 page): £200

#### **Artwork specification**

Resolution: 300dpi minimum  
Format: tiff or pdf file  
Colour: full colour  
Bleed: 3mm

**Send adverts artwork files to**  
Tony Trueman, BSA Media Officer  
[Tony.trueman@britsoc.org.uk](mailto:Tony.trueman@britsoc.org.uk)

---

### **INSERTS**

#### **Rate for inserts:**

Cost per single A4 or A5 insert £450

Discounts of 20% per insert are available on bookings of 3 inserts or more (£360/insert). Discounted inserts can be spread amongst the next five forthcoming issues of *Network* and do not necessarily have to be included in consecutive issues. Confirmation of which issues you desire must be made when booking the series of inserts.

#### **Insert requirements**

The BSA **must** have sight of material/s to be inserted (in advance of distribution). A standard 2,500 copies of inserts are needed. (Inserts not used will be returned on request at your cost).

**Send insert material to:** Washington Direct Mail, Kingsway South, Team Valley, Gateshead, Tyne & Wear, NE11 0JT. Please ensure that deliveries are clearly marked 'BSA NETWORK'.

**Delivery Deadline:** For the summer issue of *Network*, please have your inserts delivered by Washington Direct Mail by 21 May 2010.

---