



BSA Network Magazine

Advertising rates and specifications

Effective for all advertising after 1 January 2009

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

Spring Issue 26th January
Summer Issue 22nd May
Autumn Issue 17th August

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

Alison Danforth, BSA Publications Officer
publications@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'.
