

CITY SECURITY

RATE CARD



– Essential reading for anyone connected with
crime prevention, security and community safety

ISSUE 27: To be distributed 03 March 2008
ISSUE 28: To be distributed 02 June 2008
ISSUE 29: To be distributed 01 September 2008
ISSUE 30: To be distributed 17 November 2008

Copy date for artwork is 3 weeks before distribution date.

RATE CARD

Media costs

Full Page Ad – Prime Position Back Page (or) Inside Front Cover	£1,350.00
Full Page Ad – Prime Position Inside Back Cover (or) Front Section	£1,150.00
Full Page Ad – Inside	£ 900.00
Half Page	£ 650.00
Quarter Page	£ 300.00

10% discount if you place four advertisements in year.

VAT Extra

Technical Specifications

Full Page Ad – Print Area*	280 mm high x 210 mm wide
Half Page Ad – Type Area	120 mm high x 180 mm wide
Quarter Page Ad – Type Area	120 mm high x 88 mm wide

All ads will be printed in CMYK. Please supply artwork as high resolution PDF file.

* Add 5mm bleed around your artwork for full page ads.

Artworks

Email your artwork as a High Resolution PDF to info@berkoffdesign.co.uk
Please title email "City Security (your company name) Ad"

Proofs

On receipt of your artwork, a PDF printer's proof will be emailed to you for approval. You must then email or fax back your approval / comments.

Creative

If you require assistance in preparing the design and artwork of your Ad you can contact David Berkoff at Berkoff Design & Communications, details below.

For further assistance please contact; David Berkoff.
Telephone: 020 8275 3303 Email: info@berkoffdesign.co.uk

CITY SECURITY



Please complete this form in CAPITAL LETTERS and FAX to: **020 8275 3301**

Your Full Name Mr/Mrs/Ms

Company Name

Address

.....

.....

..... Postcode:

Telephone No: Fax No:

Email Address:

I wish to place an advertisement(s) in City Security Magazine as detailed below.

Issue 27 Issue 28 Issue 29 Issue 30 (Please tick Box)

Full Page Ad, Prime Position, Back Page (or) Inside Front Cover.....£ 1,350.00

Full Page Ad, Prime Position, Inside Back Cover (or) Front Section.....£ 1,150.00

Full Page Ad£ 900.00

Half Page Ad£ 650.00

Quarter Page Ad£ 300.00

We would like to place four advertisements a year for 10% discount.

Prime Position Ads are available on first confirmed booking basis. VAT Extra.

Please send me a proof of our Ad for approval by..... Email or Fax

We / our agency will supply artwork for our Ad..... Yes or No

Please call me to help us prepare artwork for our Ad..... Yes or No

Your Name

on behalf of.....

Signed

Date

On receipt of this form, you will be sent an invoice for full amount.

Please remember that only on receipt of full payment of your invoice will your advertisement appear.

CITY SECURITY



City Security Magazine is filled with informative articles and current views on one of the most important issues this century – Security.

Our regular features for 2008 include; “City Lifestyles” which will look at business lifestyles in the square mile, “Livery Matters”, Police News and Project Griffin.

We will also carry a theme running through each issue; for our Spring issue we focus on Business Continuity; in the Summer we will look at Information Technology; in the Autumn you will read about the Night-time Economy and for the Winter issue, the theme will be Crime Prevention.

City Security Magazine has a distribution of over 3,500 with copies also being sent to security organisations in the USA, Canada and Australia. The magazine is delivered completely free of charge to all members of the City of London Crime Prevention Association, prominent groups and organisations including:

- All major companies in the City of London and Canary Wharf
- British Banks security liaison groups
- Every Police Force in the UK
- Members of the City of London Corporation
- Crime & Disorder reduction partnerships

City Security Magazine is published quarterly on behalf of the City of London Crime Prevention Associations in partnership with the City of London Police.

To secure your advertising space in our next issue, please complete the form overleaf and fax to 020 8275 3301.

TERMS & CONDITIONS:

Prime position Ads are available on a first confirmed booking basis.

To confirm placement of your Ad, please complete and fax back the Acceptance Form.

City Security Magazine will then send you an invoice for the full amount. Only on receipt of payment will your advertisement appear.

All artworks must be supplied direct to Berkoff Design as high resolution PDF files.

On receipt of your artwork, City Security Magazine will then email you a PDF printers proof of your Ad for approval. Approval of the proof can be by email or fax.

Please do not send payment until you have received our written invoice.

City Security Magazine reserves the right to reject any advertisements they deem as unsuitable.