

ISLAND BUSINESS
MAGAZINE
& ONLINE

MEDIA PACK



Island Business is the only dedicated business magazine and web site for the Isle of Wight. Published By The Knowledge Zone Ltd., on behalf of the Isle of Wight Chamber of Commerce, Tourism and Industry, Island Business is the magazine and web site for business people - delivering news, business information and analysis, feature articles, company profiles, and valuable advice on issues affecting business owners and managers.

ISLAND BUSINESS – WORKING FOR YOU

- 11 issues of the magazine per year
- mailed to 1,100 island businesses and decision-makers
- another 3,000 copies are distributed at key outlets including Island transport links
- extra copies printed for mid-winter and mid-summer editions
- high-quality editorial
- Island Business Online delivers news as it happens plus topical information and an archive of

feature content first published in the magazine.

- online video stories, business reports, and interviews.
- targeted and effective advertising medium - in print and online

Island Business magazine and Island Business Online offer very competitive advertising rates to allow you to deliver your print and online advertising campaign to the audience you want.

WHO READS ISLAND BUSINESS?

Every issue reaches up to 15,000 readers. Over 1,100 copies of Island Business magazine are distributed to Isle of Wight Chamber members and local and South East policy-makers. Chamber members include large and small companies, across every sector of business – from tourism to retail to heavy industry.

Another 3,000 copies are distributed at key locations for business traffic, including the Red Jet terminals and vessels and the Wightlink FastCat and Hovertravel terminals. The magazine is also available at key business hotels and business centres, SEEDA headquarters, business trade shows, and events.

ISLAND BUSINESS MAGAZINE AND ISLAND BUSINESS ONLINE

Island Business Rate Card (All prices for Chamber members - non-members add 15%)

PREMIUM POSITIONS	1 x Edition	4 x Editions	7 x Editions	11 x Editions
Back Cover	£1,100.00	£1,045.00	£990.00	£935.00
Inside Front Cover	£995.00	£945.00	£895.00	£845.00
Inside Back Cover	£895.00	£850.00	£805.00	£760.00
Double Page Spread	£1,400.00	£1,330.00	£1,260.00	£1,190.00
Full Page	£795.00	£755.00	£715.00	£675.00
Half Page	£485.00	£460.00	£435.00	£410.00
Quarter Page	£350.00	£332.00	£315.00	£297.00
RUN OF PAGE	1 x Edition	4 x Editions	7 x Editions	11 x Editions
Full Page	£720.00	£684.00	£748.00	£612.00
Half Page	£450.00	£427.00	£405.00	£382.00
Quarter Page	£320.00	£304.00	£288.00	£272.00
ADVERTORIAL				
Double Page Spread	£2,000.00			
Full Page	£1,100.00			
Half Page	£625.00			
CLASSIFIED SECTION				
Per column centimeter	£8.00			
Insets - Standard A4/A5	£450.00			
Specialist Inserts	POA			
WEBSITE DIRECTORY LISTINGS	3 months	6 Months	9 Months	12 Months
Single Line Entry - Name, Address, Telephone				£25.00
Double Line Entry - Name, Address, Tel, Email & Web				£45.00
Feature Text Box	£60.00	£80.00	£100.00	£140.00
Feature Text Box & Image/Advert	£80.00	£100.00	£130.00	£170.00
WEBSITE DISPLAY ADVERTS		RUN OF SITE	TARGETED	HOME PAGE
Button			£20.00	£30.00
Earpiece		£15.00	£25.00	£35.00
Skyscraper		£30.00	£45.00	£60.00
Banner		£40.00	£55.00	£70.00

Also available, sponsorship of business sections in magazine and web site, plus advertising spots in email newsletters - please call to discuss

Please contact our sales team on 01983 245505

The Knowledge Zone Ltd. 5-9 Baring Chambers, 13 Denmark Road, Cowes, Isle of Wight PO31 7SY
email: sales@theknowledgezone.net



ADVERT SIZE	WIDTH (MM)	HEIGHT (MM)
Double page spread	420	297
Type area	390	269
<i>(Please allow at least 3mm bleed in addition to above measurements)</i>		
Full page (boxed)	180	266
Full page (bleed)	210	297
Type area	180	269
<i>(Please allow at least 3mm bleed in addition to above measurements)</i>		
Half page (vertical)	88	266
Half page (horizontal)	180	130
Quarter page (vertical)	88	130
Quarter page (horizontal)	180	62

CLASSIFIEDS



TECHNICAL SPECIFICATIONS

- Files must be PDF, TIFF, JPG or EPS.
- All fonts must be embedded or converted to curves.
- All files must be saved in high resolution CMYK format. Files must be 300 dpi.
- We require at least a 3 mm bleed for full page (bleed) and double page spread in addition to the advert size
- listed above. This is to ensure that when trimmed your advert fills the entire page.
- We recommend that with the full page (bleed) and double page spread adverts that your type area (the area that contains the advert content) sits within the type area indicated above. This is to ensure that once the publication is trimmed, any important info pertaining to your advert is not trimmed off.
- All files can be supplied on disk, or via email to sales@theknowledgezone.net. If files are larger than 6MB and you are not able to put on a disk, we also have a FTP solution. Please telephone for full details.
- The Knowledge Zone is able to create your advert for you. Please call to discuss your requirements.
- Charges for advert creation are based on a rate of £50 per hour.

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DIRECTORY LISTINGS

Single Line entry: Company name, address and telephone number

Double Line Entry: Company name, address, telephone number, email and web address

Feature Text Box: Company name, address, telephone and mobile numbers, contact name, email and web address. Description and services (up to fifty words)

Feature Text Box and Image: As above and including an image – maximum image size 600 pixels wide x 400 pixels deep @ 72dpi

DISPLAY ADVERTS

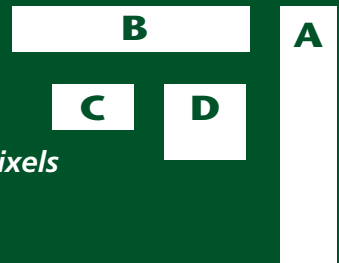
Run of Site: Your advert will randomly load on any page, with the exception of the home page.

Targeted: Your advert can be fixed to four sections excluding the home page

Home Page: Your advert will appear on the Island Business Online home page, which is the entry point for nearly all our visitors and the most frequently visited of all our pages. Availability is limited to 3 advertisers for each of the advertisement positions. This package includes an additional Run of Site button to add value and deliver extra clicks.

ONLINE AD SIZES

- A - Skyscraper 150 x 600 pixels
- B - Banner 572 x 75 pixels
- C - Earpiece button 150 x 80 pixels
- D - Button 150 x 150 pixels



TECHNICAL SPECIFICATIONS

DISPLAY ADVERT ARTWORK

Image file formats: GIF, GIF89, JPEG, Flash (SWF) and video.

Please contact us if you are unsure as to whether your advert is appropriate for Island Business Online.

SIZES AND NAMING

For pixel sizes refer to the first page of this Rate Card. Advert file sizes:

25kb maximum file size.

File naming conventions: yourcompany_ad.gif,

yourcompany_ad.jpg

SUBMISSION POLICY

- Advertising materials are due by copy date supplied by publishers.

- Online display adverts may be supplied by email to:

IB@theknowledgezone.net

- Include in the submission email the precise URL where the display advert needs to point.

- Advertisers must ensure that the URL submitted

for the online advert is correct and any changes to that URL are communicated to Island Business Online.

- Island Business Online cannot accept responsibility for a broken link if the advertiser does not give prior notification of any URL changes.

POLICY:

We will be happy to produce your online display ads to your specifications, (please call

for details) or you may prefer to produce your own. Ads will be accepted only if they conform to the measurements and specifications detailed on these pages. If you have any questions, please call 01983 245505 to discuss your requirements.

Charges for advert creation are based on a rate of £50 per hour

COPY DEADLINES

Please see next page

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COPY DEADLINES

Issue	Ad deadline	Print	Publication date
November	15 Oct 2009	29 Oct 2009	3 Nov 2009
Dec / Jan 2010	12 Nov 2009	26 Nov 2009	1 Dec 2009
February	14 Jan 2010	28 Jan 2010	2 Feb 2010
March	11 Feb 2010	25 Feb 2010	2 Mar 2010
April	11 Mar 2010	25 Mar 2010	30 Mar 2010
May	15 Apr 2010	29 Apr 2010	4 May 2010
June	13 May 2010	27 May 2010	1 Jun 2010
July	10 Jun 2010	24 Jun 2010	29 Jun 2010
August	15 Jul 2010	29 Jul 2010	3 Aug 2009
September	12 Aug 2010	26 Aug 2010	31 Aug 2010
October	16 Sep 2010	30 Sep 2010	5 Oct 2010
November	14 Oct 2010	28 Oct 2010	2 Nov 2010
Dec / Jan 2011	11 Nov 2010	25 Nov 2010	30 Nov 2010

TERMS & CONDITIONS OF ADVERTISING

PRODUCTION:

Artwork to be supplied as per specification

RATE PROTECTION:

Rates for advertisers are protected for the duration of the contract period. The publisher reserves the right to change the rates and terms at any time without notice. Any booking received prior to the date of notice of the new rates shall continue to receive the original rates for sixty days of the date the new charges are announced.

Production charges are separate from advertising rates. Advertisements that

require alterations to meet the magazine requirements will incur a production charge at cost price, and will be invoiced separately.

INVOICE TERMS:

Payment can be made by Direct Debit. Bank details are requested on the confirmation of booking form, which is to be confirmed by the advertiser/agency. Payment is then taken/has to be made on the publication of the magazine. Alternatively we provide an invoice with a due date of the publication date of the magazine in which the

advert appears.

Invoices not paid in full by this time will incur an interest charge of 2% of the outstanding balance, per day.

CANCELLATIONS:

Cancellation charges -
 Within one month of publication = 50% of the full fee
 Within two weeks of publication = 100% of the full fee
 If canceling one or more adverts from a contract for multiple editions then the surcharge will be the multiple booking discount.

The publisher reserves the right to repeat the previous advertisement if material is not provided by the material due date.

ADVERTISER RESPONSIBILITY:

Advertisers and Agencies assume liability for all content of advertisements printed, and also assume responsibility for any claims arising for them against the publisher. The publisher reserves the right to reject any advertising not considered suitable for publication.

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