



# Leadership<sup>+</sup>

Advertising Rate Card 2013/2014

# Welcome

Leadership+ is the professional journal for the Principals and Deputy Principals of Ireland's 3,300 primary schools. The publication has a distribution of 7,000 copies six times over the academic year and is sent to IPPN members as well as personnel from the primary education sector. In a recent members survey, 81%

of IPPN members rated Leadership+ as being Very Relevant or Extremely Relevant to them in their role as school leader.

Members refer to an issue an average of five times before filing for future reference. All editions of Leadership+ are archived on [www.ippn.ie](http://www.ippn.ie).

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## 2013/2014 SCHOOL YEAR ISSUES 76-81

<b>Issue</b>	<b>Deadline for booking space</b>	<b>Publication Date</b>
76	8th August	6th September
77	5th October	8th November
78	26th November	1 1th January
79	30th January	7th March
80	27th March	2nd May
81	8th May	6th June

\*These dates are provisional and are subject to change

## ADVERTISING RATES

2013/2014 Rate Card - effective Issue 76-81. († VAT is not applicable.)

FULL COLOUR (cost per issue)

	1 advert	Series of 3	Series of 6
Full page	€1,800	€1,700	€1,500
2/3 page	€1,500	€1,400	€1,200
1/2 page	€1,000	€900	€700
1/3 page	€800	€700	€500
1/4 page	€500	€450	€350
1/6 page	€400	€350	€250

*For series advertising the discount is applicable on the final or final two adverts of the series.*

## PREMIUM POSITION

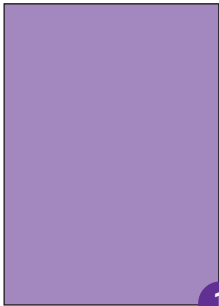
	1 advert	Series of 3	Series of 6
Premium page	€2,000	€1,800	€1,700
Outside back cover	€2,200	€2,000	€1,900

*\*The outside back cover, pages 2, 4, 8 and 11 can be pre-booked for any issue of the journal. These are reserved for full page advertisements and are confirmed on receipt of a signed order form.*

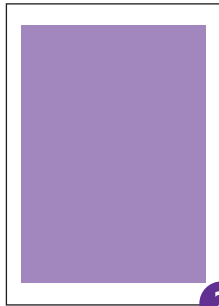
*\* Prices quoted are for supply of completed adverts*

# ADVERT SIZES AND MECHANICAL REQUIREMENTS

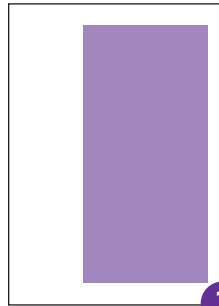
1. Covers and full page - Bleed size: 214mm x 301mm (allowing 2mm trim all around)
2. Regular full page size - Mechanical requirements: 190mm x 277mm
3. 2/3 page vertical - Mechanical requirements: 125mm x 277mm
4. 1/2 page horizontal - Mechanical requirements: 190mm x 134.5mm
5. 1/3 page vertical - Mechanical requirements: 59.5mm x 277mm
6. 1/4 page vertical - Mechanical requirements: 92mm x 134.5mm
7. 1/6 page vertical - Mechanical requirements: 59.5mm x 134.5mm



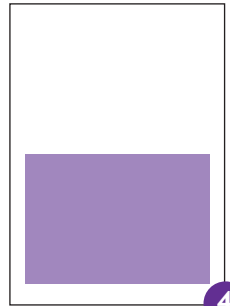
1



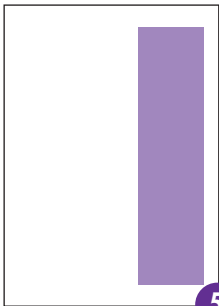
2



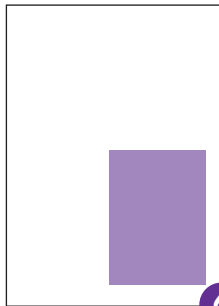
3



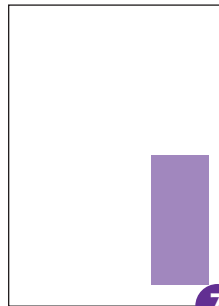
4



5



6



7

# ADVERTISING SPECS FOR PRINT ADVERTS

Preferred file format

- High resolution PDF

File types accepted

- High resolution PDF
- Quark Xpress 7 or earlier version
- Adobe Illustrator EPS files (outline all fonts)
- High resolution JPEG or TIFF (300dpi at actual size).

Please remember

- Quark and EPS files must be accompanied by embedded images and Macintosh fonts (fonts must not be Multiple Master or Truetype fonts)
- Colour must be CMYK format, not Pantone or RGB
- JPEG files must be 300dpi
- TIFF files – photos must be 300dpi; line drawings must be bitmap images and 800dpi.

Advertisers should be aware that not all output devices are calibrated the same. Thus the final advert may vary slightly from your supplied file in terms of colour, typeface or formatting. We cannot always control these variations and will not be held responsible if they occur.

## FOR MAKE-UP ADVERTS

Make-up advert costs must be negotiated separately with the designer who will then confirm their requirements. However adverts requiring a proof must be submitted at least 2 weeks prior to the advertising closing date.

## DIRECT MAIL OPTIONS

Leadership+ offers you the most effective way to directly send your flyer to school leaders. Direct mail through Leadership+ is far more cost effective than arranging your own mailout. Research tells us that Principals are more likely to read an insert with Leadership+ than unsolicited mail. You can be included in a mailing to the full database of schools or send to target regions that are of particular interest to you.

## INSERT PRICE SCHEDULE

Up to 10g to all schools	€1,800
Up to 20g to all schools	€2,300
To mail to specific counties please contact Louise O'Brien (louise.obrien@ippn.ie) for further details	
Additional weights	Price on application

*The price quoted includes the cost of insert, packaging and posting. The completed insert should be folded to A4 size and be delivered directly to the mailing company 10 working days before the publication date. Charges are based on the actual weight as confirmed by the mailing company.*



## ADVERTISING TERMS AND CONDITIONS

- First time advertisers are required to pay in advance
- Cancellations before design closing date must be in writing
- We guarantee special positioning only of print adverts contracted at premium rates
- Frequency discounts are given only on three or more adverts. Contracts for all adverts must be submitted with the first advert
- A 15% discount on space is given to recognised advertising agencies, if charges are billed to the agency and payment is received within 30 days
- Advertisers and their agencies assume joint responsibility for any and all claims that may arise from their advertisements. IPPN holds advertisers and their agencies equally liable for all monies due and payable to IPPN for advertising that was ordered and published
- All advertising is subject to approval by IPPN. IPPN reserves the right to reject any advertising, or to request alteration in content prior to publication, if said advertising does not conform to adopted IPPN values or is deemed not suitable for the magazine
- IPPN reserves the right to put the word 'Advertisement' or 'Advertorial Feature' with copy that, in IPPN's opinion, resembles editorial matter
- IPPN's liability to advertisers or agencies, on account of errors in, or omissions of, the advertising material described herein, shall in no event exceed the amount of IPPN's regular charges for insertion of the advertisement in which the error occurred in the issue, or issues of Leadership+
- When changes or copy are not received by closing date for Leadership+, copy run in a previous issue will be inserted at the discretion of IPPN
- IPPN will not be bound by conditions - printed or otherwise - that appear on order forms, contracts, copy instructions or anywhere else, explicit or implied that conflict with the policies of IPPN
- Advertisers falling past due in payments may jeopardise exhibit rights at our Annual Conference Expo or other events.



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