



# FLAGSHIP

**The Independent Magazine for Gamers**

## Advertising Rates

These rates take effect from 20<sup>th</sup> December 2008 and supersede all previous rates.  
**All rates assume payment will be received within 30 days of invoice date.**

*all prices in UK £s*

<b>Back cover with full colour front cover illustration.</b>	£140
Inside cover (full page, colour)	£80
Two-page colour spread in the main body of the magazine	£110
Black & white page	£60
Black & white half page	£45
Black & white quarter page	£30

Inserts (normally up to 1 sheet of A4)...£50 - but ask for special offers!

### Special positions

If you would like your ad to appear in a particular position (e.g. near a particular article) please let us know and we will do our best to accommodate you.

### The full colour front cover

The illustration must be supplied by you and be a pure picture not including your firm name or the name of the game illustrated. HOWEVER if the game is reviewed in the issue, the review will normally be the first article in the magazine and will be the first game mentioned in the list of games on the front cover. You must have the artist's permission to use any artwork. Please tell us their name so they can be credited. We cannot use any artwork unless you do this!

**Inserts:** The leaflet/flyer rate includes postage for an A4 flyer. If your insert is larger or has more than 1 page, we reserve the right to pass on the extra postage on a non-profit basis. Unless otherwise arranged, you must supply the copies of the insert (2000). Inserts will normally only be enclosed with copies sent out to subscribers - shops are not keen on inserts.

### Bulk discounts!

1. Pay for 2 consecutive ads *in advance* and get half the cost of the smallest ad as credit for future advertising. All such credit must be used within the next six issues.

2. Book 4 ads and get the fifth ad free! All these ads must be in consecutive issues. Offer assumes prompt payment of invoices.

To qualify for either of these offers you must declare your intentions before booking the first advert. Each advert must also be prepaid as it becomes due. You are free to vary the content and size of your ads from issue to issue. In the two ad deal, the credit will be half the amount you paid for your smallest advert. In the five for four offer, free adverts will be the size of the smallest ad you paid for. If you wish to discontinue either deal, you may do so at any time but will not then receive the free ad. or credit.

### Special requirements?

Please call! We can lay in or design adverts if required. Copy is accepted by E-Mail or on Floppy / Compact Disk (see enclosed advertising guidelines for details). Adverts may be paid for by all major Credit Cards (by phone or our website).

*All previous rates & special offers have now lapsed.*

**Flagship, 14 The Hollows, Exmouth, Devon. EX8 1QT UK**

**Phone/fax 01395 276632.**

**Email: [carol@flagshipmagazine.com](mailto:carol@flagshipmagazine.com)**

**Advertising only: [carol@flagshipmagazine](mailto:carol@flagshipmagazine)**



# FLAGSHIP

## The Independent Magazine for Gamers

### Supplying your Advertisements

*Finding the best way for you to supply your artwork or ad material*

*If you have any problems composing or sending your advertisements please contact the Flagship Advertising Office. We are happy to help design your advert (for a nominal fee). Contact the Flagship Office (carol@flagshipmagazine.com) for details.*

The aim of this information sheet is to help you find the most efficient method of supplying us with your advertisement. Whatever the format you supply your ad, we would ask that you also send us a paper copy. This enables us to check the ad we lay into the magazine against a fair copy that you are happy with.

#### 1: Formats

Any standard graphic file or a PDF file is great. We use *Adobe In Design* in the production of Flagship. Adverts in this format are welcome, though please remember to send us any artwork that you may use in the advert. Adverts created using *Adobe Illustrator* are also welcome. Responsibility for the copyright of all material (including artwork) used in adverts rests with the advertiser. Note also that it is technically illegal to supply us with fonts. Fonts are licensed to computers and it is deemed 'piracy' to supply your fonts to printers or desktop publishers (i.e. us!) so they can set your advertisement. With this in mind we recommend that you send us a list of fonts used and we will match them as closely as possible with the font originally used in your advert.

#### 2: Paper copy

Whilst we accept paper copy, bear in mind that we will have to scan it. Please post in a board-backed envelope having ensured that the paper is not creased. *We cannot accept responsibility for the eventual print quality of such material.*

#### 3: Supplying your advert in other formats

We can accept any commonly used graphic file type e.g. .tif, .jpeg, .gif etc. If in doubt, please contact our Ad Office who will be pleased to help and offer advice. Microsoft Word files in particular can cause problems and will incur a £20 charge to re-lay into Pagemaker. This charge will only apply to the first use of any ad, subsequent adverts using the same copy will incur no additional charge. If you send us an advert created in any format not mentioned above, we may have to scan the paper copy which you have provided! We will not accept responsibility for the eventual print quality of material sent to us in any format except those mentioned above.

#### 4: Sending us your advert digitally

We are happy to accept digital copies of adverts by floppy disk or CD. Address details at the foot of the page. We will also accept emailed copy.

#### 5: Dimensions

We print on A4 paper, so adverts should be of the following dimensions: Full page (colour) 210 x 297mm  
Full page (b&w) 200mm x 280mm  
Half page 140 mm x 200mm  
Half page (vertical) 60mm x 180mm  
Quarter page 70mm x 100mm  
If you would like measurements in inches, pixels etc, please get in touch!

#### 6: Hints & Tips

- Remember that the main purpose of your ad is to attract the attention of readers.
- Don't use too much text! This can be off-putting to readers and may not draw their attention in the first place.
- Artwork is always a plus, preferably original art since this will draw the eye more readily.
- By all means use grays instead of just black and white, but be aware that such material prints more attractively if used on the glossy cover paper, i.e. on one of the inside covers.

#### Copy Deadlines

We're re-jigging the way we produce issues slightly, the idea being that each issue will be posted in time to arrive right at the beginning of the relevant month. This will mean that we will have to be a little more strict when it comes to copy deadlines for news, articles and advertising. However, to help you plan your press releases and even a brand new advertising campaign, we're publishing the copy deadlines for the next few issues.

#127 20<sup>th</sup> December 2008

#128 20<sup>th</sup> February 2009

#129 20<sup>th</sup> April 2009

#130 20<sup>th</sup> June 2009

#131 20<sup>th</sup> August 2009

#132 20<sup>th</sup> October 2009

#### ... and Finally

Remember we are here to help! We will always do our best to ensure your advert appears as you intended. You can help us with this by supplying material well in advance - this will give us time to contact you if there is a problem. We are sorry, but we cannot accept ANY material received after the stated copy deadline, unless by prior arrangement.

### Flagship (Advertising Office)

14 The Hollows, Exmouth EX8 1QT  
EM: carol@flagshipmagazine.com  
TL: 01392 420582 or 07737 661231

*Please only use the above address for sending advertising copy or queries relating to it. All other correspondence should be sent to the main Flagship office ...*

14 The Hollows, Exmouth, Devon, EX8 1QT  
EM: carol@flagshipmagazine.com  
TL: 01395 276632