

# JAGUAR

ENTHUSIASTS CLUB *SOUTH WALES REGION*  
**MAGAZINE**

## ADVERTISERS PACK



# JAGUAR ENTHUSIASTS CLUB SOUTH WALES REGION MAGAZINE

## BACKGROUND

For over 18 years the South Wales Region of the Jaguar Enthusiasts Club has been producing a monthly club newsletter and now a magazine.

From humble beginnings our magazine is now professionally designed and produced in full colour with a glossy finish each month in print and also online as an **e**magazine flip formats.

The printed version is distributed to members at our monthly meetings while the online **e**magazine flip version can be viewed and downloaded via our website [www.jecsouthwales.co.uk](http://www.jecsouthwales.co.uk) by members and non members, thus ensuring maximum visibility and exposure for your advert.

Each month an 'eshot' (email) is sent to JEC members in the South Wales region and people who have registered for our newsletters. This eshot contains the new magazine link and general information so readers always know when to the new edition is available.

We also provide a FREE complimentary ad space to all our magazine advertisers on our website [www.jecsouthwales.co.uk](http://www.jecsouthwales.co.uk) on the Sponsors and links pages.

## WHY ADVERTISE WITH US?

We have a dedicated readership with a common love of not only Jaguars but motoring in general. In fact many of our members own other vehicles of varying marques and therefore also have an interest in non Jaguar related services/ products.



All offers/ ad spaces are subject to availability and must be paid for in full at time of booking. We reserve the right to decline ads. Cancelled ads are not eligible for refunds.

## CONTACT US

Colin Manconi - Regional Rep

email: [colin.manconi@jecsouthwales.co.uk](mailto:colin.manconi@jecsouthwales.co.uk)

Telephone: 07977 474637

While local business are obviously a natural fit to our regional magazine, we also welcome national advertisers who feel they could benefit from our special niche publication.

## Some of the benefits:

- Targeted readership
- Low advertising rates
- **FREE** ad design service
- Regional & National exposure
- One off or long term ads

## 'SPOTLIGHT' SPECIAL

If you would like to advertise a product, service or company why not try our '**Spotlight**' option?

When you book your first **full page** ad we will also give you a **second page\*** and produce a double page spread (DPS) to highlight your company, products, or services **free of charge**.



A great way to get you noticed at half the usual price of a DPS!

\*Spotlight is limited to 1 per edition

# ADVERTISING RATES

## SINGLE EDITION RATES

Full Page £16  
Half Page £10  
Quarter Page £6  
Full Page Back Cover £20  
Double Page Spread £30  
Double Page Centre Spread £40

*Rates are for 1 edition (per month)*

## 12 EDITIONS RATES

Full Page £96  
Half Page £60  
Quarter Page £36  
Full Page Back Cover £120  
Double Page Spread £180

*Rates are for 12 editions (per year)*

*only £8.00 per month  
only £5.00 per month  
only £3.00 per month  
only £10.00 per month  
only £15.00 per month*

# PRODUCTION SCHEDULE

ISSUE	AD DEADLINE <i>(supplying artwork)</i>	AD DEADLINE <i>(using free artwork design service)</i>	
JANUARY 2014	6th January	30th December*	<i>*Ad must be paid in full by this date so the designers can produce your ad artwork and gain your approval ('sign off') of the completed ad.</i>
FEBRUARY 2014	3rd February	27th January*	
MARCH 2014	3rd March	24th February*	
APRIL 2014	7th April	31st March*	
MAY 2014	5th May	28th April*	
JUNE 2014	2nd June	26th May*	
JULY 2014	7th July	30th June*	
AUGUST 2014	4th August	28th July*	
SEPTEMBER 2014	1st September	25th August*	
OCTOBER 2014	6th October	29th September*	
NOVEMBER 2014	3rd November	27th October*	
DECEMBER 2014	1st December	24th November*	
JANUARY 2015	5th January	29th December*	



# ARTWORK SPECIFICATIONS

ADVERT SIZE	ARTWORK ORIENTATION	ARTWORK SIZE	
FULL PAGE ADVERT	Portrait	200 x 287mm	(w) x (h)
1/2 PAGE ADVERT	Landscape	200 x 141mm	(w) x (h)
1/2 PAGE ADVERT <b>NEW</b>	Portrait	131 X 210mm	(w) x (h)
1/4 PAGE ADVERT	Portrait	97 x 141mm	(w) x (h)
1/4 PAGE ADVERT <b>NEW</b>	Portrait Slim	64 x 210mm	(w) x (h)
1/4 PAGE ADVERT <b>NEW</b>	Landscape	200 X 72mm	(w) x (h)
DOUBLE PAGE ADVERT	Portrait	200 x 287mm x 2 Pages	(w) x (h)

## SUPPLYING ARTWORK

Please supply high Resolution 300dpi CMYK JPEG/TIFF/PDF document with all fonts embedded.

## ARTWORK SUBMISSION:

Please send to ad artwork to: [production@jecsouthwales.co.uk](mailto:production@jecsouthwales.co.uk)

**1/2 PAGE AD SIZE (LANDSCAPE)**

**1/4 PAGE AD SIZE  
(PORTRAIT)**

**1/4 PAGE AD SIZE (PORTRAIT SLIM)**

**1/2 PAGE AD SIZE  
(PORTRAIT)**

**1/4 PAGE AD SIZE (LANDSCAPE)**

# TERMS & CONDITIONS

1. All advertisements must comply with the current rules and regulations of the British Code of Advertising as endorsed by the Advertising Standards Agency (ASA) and stipulated by the Committee of Advertising Practice (CAP).
2. Personal and corporate information of the advertiser supplied to JEC South Wales Region is strictly confidential. Details are not disclosed to other organisations other than those details that may be necessary in the production of your advertisement.
3. JEC South Wales Region reserves the right to amend distribution listings, circulation numbers and copy deadlines.
4. The printed and online editions of JEC South Wales Region is free to readers.
5. JEC South Wales Region reserves the right to cancel any order for any advertisement at any time.
6. JEC South Wales Region reserves the right at its discretion to decline to publish, omit or change the position of any advertisement accepted for insertion.
7. JEC South Wales Region limits liability for any loss or damage resulting from errors or inaccuracies in the printing or omission of the whole or part of any advertisement to the value of the sum paid by the advertiser for the advertisement.
8. JEC South Wales Region warrants that the advertisement will not breach any contract or infringe any copyright, trademark or any other right of any third party or render JEC South Wales Region liable to any proceedings whatsoever.
9. Unless agreed the advertiser will be responsible for supplying all copy (text/pictures/ad) in an acceptable format by the agreed deadline.
10. The advertiser will ensure that any copy material supplied is true and not misleading or defamatory in any respect.
11. JEC South Wales Regions design partner will use its best endeavours to prepare advertisements in accordance with the advertiser's instructions on a timely basis and provide the advertiser with a proof for approval. The advertiser must ensure that the proof is approved and amendments are made before the applicable deadline.
12. If JEC South Wales Regions design partner does not send a printer's proof by the date specified on the order form it is the responsibility of the advertiser to contact JEC South Wales Region and ensure the advert is checked and approved.
13. If the advertiser requires changes to the advertisement resulting from a change of mind, JEC South Wales Region reserves the right to make an additional charge for further efforts.
14. JEC South Wales Region cannot take responsibility for any advertisement which is not published in a particular edition where the advertiser's instructions are not received in sufficient time.
15. If the advertiser wishes to cancel and withdraw the advert from the publication after the deadline date refunds in full or in part will not be given.
16. All advertising cancellations need to be received in writing before the applicable deadlines.
17. Cancellations cannot be made by the advertiser once an order confirmation has been sent out to the advertiser.
18. No cancellations can be made by the advertiser fourteen days before the publication date of the issue in which the advert is to appear.
19. Payments are to be made in pound sterling either in cash or cheque only.
20. Payment in FULL must be made when an order for an advertisement is accepted. No design or print work will take place until full payment is received.
21. Any costs incurred due to the need for a debt recovery company will be charged to the advertiser.
22. JEC South Wales Region design partner will retain copyright for any works it prepares and reserve the right to charge advertisers for supplying such works to a third party.
23. The free artwork design service excludes logo design. You must supply any content/ information as requested by our design partner in a prompt and timely fashion or you advert may not be produced on time. JEC South Wales Region design partner will retain copyright for any works it prepares and reserve the right to charge advertisers for supplying such works to a third party.
24. An order placed by the advertiser will bind the advertiser to the above terms and conditions.