

2009  
RATES HELD!



# Advertising Rates 2010

The Geographical Association takes page adverts and inserts in its three journals, which cover all levels of education from early years to higher education. Our readership encompasses students, teachers and lecturers in schools, colleges and universities nationally and internationally. The journals are made available to subscribers both in print and online.

## Primary Geographer

**For Early Years and Primary teachers**

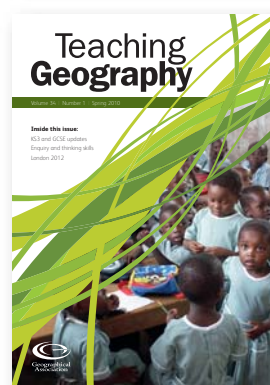
*Primary Geographer* is a termly full colour journal helping teachers deliver geography from early years to key stage 2. Each issue has a different geographical focus and includes practical guidance, research articles, information about resources, ICT and current events and 'extras' such as posters and pull-outs.



## Teaching Geography

**The journal for secondary teachers**

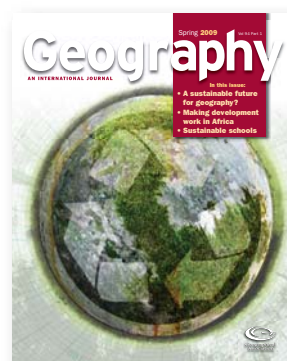
*Teaching Geography* is a termly full colour journal for secondary teachers and lecturers. As well as articles on topical issues, innovative classroom ideas and examples of good practice, *Teaching Geography* also has regular features on ICT, assessment and professional development.



## Geography

**An international journal of geography**

*Geography* is a termly colour publication which meets the interests of lecturers, teachers and students in post-16 plus teachers of secondary geography. Articles range from recent research and analysis to environmental and human issues. *Geography* is held in the majority of university and college libraries in the UK.



[www.geography.org.uk](http://www.geography.org.uk)

furthering the learning and  
teaching of geography

# Rates and specifications

## Page Adverts

	Colour	Mono
Full page	£780	£410
Half page	£450	£250
Quarter page	£270	£170

### Primary Geographer

<b>Full page (with bleed)</b> 302 x 215mm	<b>Full page</b> 267 x 180mm
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### Teaching Geography

<b>Full page (with bleed)</b> 302 x 215mm	<b>Full page</b> 267 x 175mm
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### Geography

<b>Full page (with bleed)</b> 281 x 226mm	<b>Full page</b> 251 x 184mm
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## Loose Inserts

Quantities are between 4000 and 4700. You will be advised upon booking. As a guide, one sheet of A4 bond paper weighs around 5 grams.

1-5 grams	£360
6-11 grams	£560
12-15 grams	£750
16-20 grams	£900

A surcharge of £5 will be payable for each additional gram above the 20 gram limit.

<b>Half page</b> 130 x 180mm	<b>Quarter page</b> 130 x 85mm
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<b>Half page</b> 130 x 175mm	<b>Quarter page</b> 130 x 84mm
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<b>Half page</b> 184 x 123mm	<b>Quarter page</b> 89 x 123mm
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## Discounts

- Agency discount 10%
- Advertisements in simultaneous journals 10%
- One year of consecutive advertisements 10%

All rates are subject to VAT

## Booking Information

Advertising bookings can be made by telephone, fax, post or e-mail. For further information and bookings contact:

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The Geographical Association,  
160 Solly Street, Sheffield S1 4BF.  
Tel: 0114 296 0088  
Fax: 0114 296 7176  
E-mail: [ndonkin@geography.org.uk](mailto:ndonkin@geography.org.uk)  
The GA is a registered charity no. 313129

## Copy Requirements

Issue	Booking deadline	Copy deadline
Spring 2010 (late Jan)	25/09/09	23/10/09
Summer 2010 (mid May)	29/01/10	26/02/10
Autumn 2010 (early Oct)	25/06/10	30/07/10

Please supply adverts on disk or CD-Rom or by e-mail, plus a hard copy. All scans must be a minimum of 300dpi.

Files accepted are:

**Macintosh** tiff, jpg or pdf (no less than 1200 dpi at actual size)

**PC** tiff, jpg or pdf (no less than 1200 dpi at actual size)

Files supplied that need re-setting will incur a charge of £50.

Insert deadlines are 2 weeks prior to the publication date to guarantee inclusion. Delivery address and dates will be supplied with your booking confirmation.

## Terms

ALL orders are subject to the following terms and conditions.

- All bookings will be confirmed in writing by the GA.
- All bookings must be confirmed in writing by the client.
- The GA reserves the right to refuse, amend, withdraw or otherwise deal with advertisements submitted at their absolute discretion and without explanation. All advertisements must comply with the British Code of Advertising Practice.
- The GA will not be liable for any loss or damage consequential or otherwise occasioned by error, late publication or the failure of an advertisement to appear from any cause whatsoever.
- The Advertiser will indemnify the GA against any damage and/or loss and/or expense which the GA may incur as a direct or indirect consequence of the Advertiser's announcement.
- The GA reserves the right to refuse stop-orders, cancellations or transfers unless they are received not less than 28 days before the copy deadline date.
- The GA will not be liable for any errors that occur in adverts supplied not accompanied by hard copy.
- Series discounts apply only to orders placed in advance and completed within one year of date of first insertion. Where later adverts in the series are cancelled the GA reserves the right to recoup the cost of discounts on earlier adverts.
- Copy must be supplied without application from the GA. In the event of copy instructions not being received by the copy date the GA reserves the right to repeat the last copy used.
- The GA cannot accept responsibility for changes in dates of insertion and copy unless these are confirmed in writing and in time for the change to be made. The GA reserves the right to charge for any additional expense involved in such changes.
- Copy provided must conform to the GA's requirements as outlined under mechanical data. Any additional work involved may be charged for.
- Provided copy is received by the stipulated copy deadline, the GA will provide proofs on request if it is practicable to do so.
- One complimentary copy of the journal will be provided for each advertisement published.
- Payments are to be made within 30 days of receipt of invoice.