

CONVERSE RATE CARD

Converse is the official publication of the Academy of Medical Laboratory Science. 1,800 copies are printed and posted out directly to all members of the Academy, so it provides one of the most effective methods for laboratory suppliers to be seen supporting the Academy and to reach the decision-makers in Laboratory Science. It is published four times a year, Spring/Summer/Autumn/Winter.

TECHNICAL DATA

Dimensions:

DPS: Bleed 306mm x 430mm

DPS trim size: 297mm x 420mm.

Page Bleed: 220mm x 306mm.

Trim size: 210mm x 297mm.

Type page size: 180mm x 270mm.

Half page: 90mm x 270mm (Vertical)or 190mm x 135mm (Horizontal)

Quarter page: 90mm x 135mm (Vertical)or 190mm x 67mm (Horizontal).

Specifications: mono and 2 colour: screen 175 (metric).

Positive R/R emulsion side down. 4 colour: Screen 150 (metric).

Positives R/R emulsion side down, punched screened positives.

Punch method: Protocol.

Published every 2 months.

Copy date: 21 days preceding publication date.

Mac compatible, QuarkXPress, Photoshop or Illustrator.

Rate card effective January 2007

RATES

Outside Back Page Colour	€1575
Cover Page Colour	€1445
Page Colour	€1260
Half Page Colour	€835
Quarter Page Colour	€475
Full Page Mono	€1050
Half Page Mono	€665
Quarter Page Mono	€400

Series Discount:5% for 3. 10% for 6.