

# CIVIC TRUST AWARDS



## 2012 WINNERS BROCHURE ADVERTISING OPPORTUNITY

We would like to offer you the opportunity to promote your organisation in the 2012 Civic Trust Awards winners' brochure.

The brochure will be distributed to attendees at the Awards ceremony on Friday 2<sup>th</sup> March 2012 and then to architects, developers, planners, local authorities, heads of professional associations, the media and opinion formers. Many people involved in winning projects also keep copies of the brochure as a lasting record of their achievement. The brochure is also distributed at exhibitions and events that promote the Awards throughout the year.

The brochure has an initial print run of 3000 and will also be available to download from the Civic Trust Awards website, which had 45,000 page views within seven days of the 2011 winners' announcement. Last years' brochure has been downloaded from the website over 2500 times since March 2011.

We are freezing our 2010/11 advertising rates whilst offering an additional **20% discount** on all adverts placed **before 30<sup>th</sup> December 2011**.

**Civic Trust Awards Corporate and Local Authority Members will qualify for 30% discount on advertising rates. Please [CLICK HERE](#) to view our current list of members.**

### ADVERTISING RATE CARD

ADVERTISEMENT SPECIFICATIONS (Height x Width)	2010/11 Standard Rate Mono	20% Discount Mono	30% Member Rate Mono	2010/11 Standard Rate Colour	20% Discount Colour	30% Member Rate Colour
Outside back 297mm x 210mm				£1480	£1184	£1036
Inside front 297mm x 210mm				£1417	£1134	£992
Inside back 297mm x 210mm				£1228	£982	£860
Full page 273mm x 192mm	£625	£500	£438	£995	£796	£697
Half page vertical 273mm x 94mm	£405	£324	£284	£598	£478	£419
Half page horizontal 134mm x 192mm	£405	£324	£284	£598	£478	£419
Quarter page 134mm x 94mm	£258	£206	£181	£345	£276	£242

All advertisement rates are plus VAT at the prevailing rate.

COPY DEADLINE - 9<sup>th</sup> February 2012

PUBLICATION DATE – 2<sup>nd</sup> March 2012

Please note that all advertisements are vetted by the Civic Trust Awards and should be supplied in advance for approval.

#### ADVERTISEMENT COPY:

High resolution pdf. Colour: CMYK. All fonts embedded.

**To advertise in the 2012 winners' brochure, please email [press@civictrustawards.org.uk](mailto:press@civictrustawards.org.uk) to confirm, stating the required size/position of your advert.**