

ada gazette Advert Space Order Form 2012

COMPANY NAME:

Please tick box if your contact and billing details have not changed from 2011 advert orders, or continue to fill out your details below:

ADDRESS:

TEL:

EMAIL:

FAX:

PURCHASE ORDER REF:

DATE:

TITLE:

NAME:

JOB TITLE:

BILLING NAME & ADDRESS:
(IF DIFFERENT FROM ABOVE)

If you are completing this form as an Agency on behalf of the advertising company, please tick the box below-

Invoice settlement terms:

30 days from date of invoice. Failure to make payment with the agreed terms will incur a late payment penalty of 5% (£25 minimum).

By completing this form, you are placing an order and agreeing to these terms.

Payments should be made to the Association of Drainage Authorities and sent to the address below or online payment details will appear on the invoice.

Advert Booking Details (Please select box):

Issue (2012)	SPRING	SUMMER	AUTUMN	WINTER
Colour Format	Colour <input type="checkbox"/>	Colour <input type="checkbox"/>	Colour <input type="checkbox"/>	Colour <input type="checkbox"/>
	Mono <input type="checkbox"/>	Mono <input type="checkbox"/>	Mono <input type="checkbox"/>	Mono <input type="checkbox"/>
Size	Full page <input type="checkbox"/>	Full page <input type="checkbox"/>	Full page <input type="checkbox"/>	Full page <input type="checkbox"/>
	Half page <input type="checkbox"/>	Half page <input type="checkbox"/>	Half page <input type="checkbox"/>	Half page <input type="checkbox"/>
	Qtr page <input type="checkbox"/>	Qtr page <input type="checkbox"/>	Qtr page <input type="checkbox"/>	Qtr page <input type="checkbox"/>
Editorial Inclusion <small>Send separately to gazette@ada.org.uk</small>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Directory Listing <small>Free Standard Lineage (SL) to all advertisers</small>	Picture <input type="checkbox"/>	Picture <input type="checkbox"/>	Picture <input type="checkbox"/>	Picture <input type="checkbox"/>
	SL <input type="checkbox"/>	SL <input type="checkbox"/>	SL <input type="checkbox"/>	SL <input type="checkbox"/>

Directory Listing: Description of service (15 words max) or tick box if unchanged from 2011 issues

Please return the completed form to: **Association of Drainage Authorities**, 6 Electric Parade, Surbiton, Surrey, KT6 5NT. email gazette@ada.org.uk or Fax 020 8399 1650

ADVERTISE IN THE

ada gazette

gazette Issue	Submission Deadlines	Publication Dates
Spring	Feb 24	March 26
Summer	May 15	June 18
Autumn	Aug 24	Oct 1
Winter	Nov 16	Dec 17

Benefits of Advertising

- ✓ The content ensures a **long desk life** read by all our **3,600 readers**.
- ✓ The **ada gazette** reaches the entire UK flood risk management and land drainage market together with nationwide users of engineering and related products.
- ✓ Directory listing categorises advertisers by market type and offers quick and easy company contact details to our readers looking for consultancies, contractors, and equipment and insurance suppliers.
- ✓ Advertisers have the facility to insert articles on new projects, products, company news etc, at no additional cost.
- ✓ There are several discounts for multiple-edition advertisement (detailed below) which will benefit any long term advertising.

Advertising Prices

Below highlights the several ways in which you may advertise in the **gazette**:

Advertisement Price per Issue (excl. VAT)

Full Page Colour - £900

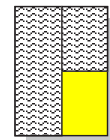
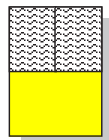
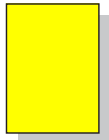
Half Page Colour - £615

Quarter Page Colour - £460

Full Page Mono - £725

Half Page Mono - £500

Quarter Page Mono - £360



Directory Listing Price per Issue

Standard Lineage - £40 (**FREE** of charge to Advertisers)

Picture Directory Listing - £100



Advertising Discounts

i. Multiple-edition (per insertion)

2 Issues – 10%, 3 Issues – 15%, 4 Issues – 25%

For a breakdown of advertising prices and discounts please see the Tables 1 & 2 overleaf.

ii. Additional Discounts (only one further discount can apply)

- All **Associate Members** get an **extra 10% off** the total advertisement cost,
- Or, Advertising Agency discount - **10% off** the total advertisement cost.

To find out more about advertising in the **ada gazette** please contact Sam Edwards at sam.edwards@ada.org.uk Tel 020 8399 7350, or visit www.ada.org.uk