

# ACT NOW

The magazine for Christians in education



## Advertisement Rate Card 2007-2008

### Teaching for *shalom*

#### Christian education

It was Friday 6th January 2006, and it was rather more of a rush than usual heading north for the annual Christian Education Theory Conference. I have been going to it since 1999, but usually I quickly not found myself teaching on the Friday on which it starts! Consequently I disappeared pretty quickly in diameters and circumstances of an evening. I was soon on a train to the conference for the evening. I was soon on a train to the conference for the evening.



John and David

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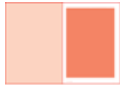



# Advertise in *ACT Now*



- *ACT Now* has a minimum print run of 3,000 copies per issue.
- *ACT Now* is printed on high-quality, environmentally-friendly Evolution Satin paper (manufactured from 75% recycled fibre).
- *ACT Now* is published three times a year. Your advert can be seen several times as readers dip into *ACT Now* over a 3–4 month period.
- *ACT Now* is read by members of all four Associations of Christian Teachers in the UK: ACT, ACTW, ACT Scotland and NIACT.
- 90% of *ACT Now* readers work in schools and colleges in the UK.\*
- 48% of *ACT Now* readers are responsible for managing a departmental / key stage / whole school budget. (18% of readers are headteachers or deputy heads.) Another 40% of *ACT Now* readers have 'school money to spend' on books for their own classroom.\*
- Many *ACT Now* readers earn above average incomes. 43% of readers earn over £35,000pa. A further 5% of readers earn over £45,000pa (It is worth noting that some of these high-earners are secondary headteachers with an annual income in excess of £70,000).\*
- A recent ACT online poll revealed that 52% of Christian teachers surveyed spend £50–£100 of their own money each year on books and other resources for school. A further 29% spend more than £100 per annum.\*\*
- 70% of *ACT Now* readers regularly lead school and/or class assemblies.\*
- Many *ACT Now* readers are in positions of influence in their local church and/or the wider community.\*
- Like Christians (and non-Christians) working in other professions, many *ACT Now* readers buy houses and cars, go on holidays, listen to music, read books, watch films, generously support charitable causes, and save and invest their money.

\* source: *ACT Now* readership survey, 2004

\*\* source: ACT website survey, 2006

Format	Description	Size (mm)	Black & White	Colour
	Full page bleed	297 x 210 (+3mm bleed)	£400	£420
	Full page	254 x 176	£400	£420
	½ page across	123 x 176	£275	£305
	½ page upright	254 x 84	£275	£305
	⅓ page across	80 x 176	£200	£240
	⅓ page upright	254 x 56	£200	£240
	¼ page across	57 x 176	£160	£210
	¼ page upright	123 x 84	£160	£210

**VAT at current rate applicable to all advertising prices**

### Advertisement deadlines

ISSUE	BOOKING DEADLINE	ALL COPY TO ARRIVE
Spring (January)	1 November	6 November
Summer (May)	1 March	6 March
Autumn (September)	1 July	6 July

### Guaranteed positions

Back cover:	20% extra
Inside front cover:	15% extra
Inside back cover:	15% extra
All other requested positions:	10% extra

### Mechanical data

Type area:	254mm x 176mm
Trim size:	297mm x 210mm
Bleed size:	303mm x 213mm

All artwork should be supplied both as a laser-printed hard copy and in electronic form (ie on a disk or as an email attachment) as:

**EITHER:** a PDF using the following settings:  
Resolution 2400 dpi, Frequency 175 lpi, Images 300 dpi,  
All fonts embedded, Colours CMYK (no spot colours)

**OR:** a QuarkXpress file plus all images at 300 dpi and all font files.

Files can be emailed directly to designers by agreement.

### Insert deadlines

Each *ACT Now* mailing to members of the Association of Christian Teachers carries up to five advertiser inserts. Inserts (up to A4 size) are charged according to weight:

Up to 15g:	£450
15 to 30g:	£550

Please note: inserts weighing more than 30g will not be accepted under any circumstances.

ISSUE	BOOKING DEADLINE	SAMPLE INSERTS TO ARRIVE	ALL INSERTS TO ARRIVE
Spring (January)	1 November	28 November	10 December
Summer (May)	1 March	28 March	20 April
Autumn (September)	1 July	28 July	20 August

### Discounts

These apply to advertisements and inserts.

Agency / Publisher:	10% reduction
Registered Charity / Missionary Society:	15% reduction
Series of three or four adverts/inserts:	10% reduction
Series of five or more adverts/inserts:	15% reduction
Maximum total discount:	25% reduction

### For further information and booking advice

T: 01727 840298

F: 01727 848966

E: [act@christian-teachers.org.uk](mailto:act@christian-teachers.org.uk)

W: [www.christian-teachers.org.uk](http://www.christian-teachers.org.uk)

*ACT Now* (Advertisements)

94a London Road

St Albans

Herts AL1 1NX

## Terms (strictly 30 days)

Invoices not paid within 30 days may be superseded by a second invoice with any discount disallowed.

## Conditions of acceptance of advertisements

1. For the purpose of these conditions, 'Publisher' shall refer to the Association of Christian Teachers and 'Advertiser' shall refer to the party responsible for payment of charges arising from the publication of an advertisement or inclusion of an insert in *ACT Now* magazine.
2. All advertisements and inserts are accepted subject to approval of copy and to space being available. They must comply with the British Code of Advertising Practice.
3. Advertisements and inserts are accepted on the express understanding that the Advertiser warrants that the advertisement / insert does not contravene any relevant UK or European legislation.
4. The Publisher reserves the right to omit or suspend an advertisement or insert at any time without assigning reason for so doing; in this connection, no claim on the part of the Advertiser or Advertising Agent for damages or breach of contract shall arise.
5. Where booking or copy or other deadlines fall at a weekend, deadlines will move to the preceding Friday. The Publisher reserves the right to apply alternative deadlines.
6. All verbal (eg telephone) bookings must be confirmed in writing with the Publisher within seven days.
7. Where copy and artwork for an advertisement do not reach the Publisher by the copy date the Publisher reserves the right to repeat the last advertisement of the nearest size.
8. Cancellation or suspension of advertisement orders cannot be accepted unless written instructions are received by the Publisher at least fourteen days before the final order date for the issue in which the advertisement was to have appeared.
9. Where the specified number of inserts do not arrive at a specified address by a specified date, the Publisher reserves the right to collate and dispatch the magazine without waiting for the missing insertion.
10. Cancellation or suspension of insert orders cannot be accepted unless written instructions are received by the Publisher at least fourteen days before the collation and dispatch date for the issue in which the insert was to have appeared.
11. Copy and artwork are, in all cases, subject to the Publisher's approval. While every care will be taken, the Publisher will not be held responsible for damage to, or loss of, artwork.
12. All artwork, however supplied, will be returned after publication, but no guarantee is given to return it by a certain date unless this is specifically requested by the Advertiser.
13. No guarantee can be given for the insertion of an advertisement in any specified position unless an additional premium is paid. In this case, wherever possible, the Advertiser's wishes will be observed.
14. The Publisher accepts no liability for any loss or damage caused by an error in accuracy in the printing of any advertising and reserves the right to amend or omit without prior notice to the Advertiser.
15. While every effort will be made to keep prices stable, the Publisher reserves the right to revise prices in response to changes in costs, circulation and demand by issuing new rates which will supersede those listed upon publication.
16. These conditions and all other express terms of the contract shall be governed and construed in accordance with the laws of England.



Registered Charity: 295328

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This rate card is printed on Evolution Satin which is manufactured from 75% recycled fibre (55% is post-consumer, 20% is post-industrial).