



**CAMPAIGN
FOR
REAL ALE**

MEDIA PACK

PIGS EAR

BEER & CIDER FESTIVAL

3RD-7TH DECEMBER 2019 • ROUND CHAPEL, HACKNEY



Why advertise in the Pigs Ear Beer Festival Guide?

- 3,500 print run with each copy read an average of 2 times
- One of the most revered CAMRA festivals with a 36 year history
- Free digital version available to all online at issuu.com
- Perfect time for advertising Christmas and New Year offers and events
- 'Captive' audience interested in your business and services
- All artwork designed for free



**CALL 07736 635916 or email
chris@shillingmedia.co.uk
TO RESERVE YOUR SPACE**

Published By



Shilling Lane Media on behalf of the East London & City Branch of the Campaign for Real Ale.

The Old National School, 62 North Street, Bourne, Lincs PE10 9AJ

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Email: chris@shillingmedia.co.uk or dave@davidlanepublishing.co.uk



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Advertising Rate Card

Quarter Page	£80.00+vat
Half Page	£140.00+vat
Full Page	£250.00+vat

SPECIAL POSITIONS (where available)

Outside Back Cover	£310.00+vat
Inside Back Cover	£275.00+vat
Inside Front Cover	£295.00+vat

Technical Specifications

We offer a free design service to all our advertisers booking a quarter, half or full page advert.

If you would like to take advantage of this service, forward all the text and images that you would like in the advert via email to: chris@shillingmedia.co.uk

Text can be supplied in a the following formats: Microsoft Word, Apple Pages, Text Only (.txt) or typed in an email.

Images, photographs, logos or pump clips etc. can also be supplied via email at 300dpi as jpeg, tiff or eps formats.

Adobe InDesign, Illustrator, and Photoshop files are acceptable, please ensure all fonts are embedded and graphics saved in an editable format at 300dpi.

We will then compile the advert and the completed design will be sent to you for proofing via email or post, whichever is most convenient for you.

Please note: All advert content must be supplied **AT LEAST 2 DAYS** before the print deadline for us to be able to provide a proofing service.

If sending us ready-made artwork, please see the following advert dimensions:

ONLINE ADVERTISING

The guide is available on issuu.com with web links and promoted via Facebook and individual CAMRA Branch websites.

PUBLICATION DATE

This magazine is delivered on Monday 3rd December and available over the whole festival period, it will also be available online from 30th November.

PRINT DEADLINE

All bookings and artwork to be received by **8th November**.

ADVERTISEMENT SIZES (width x height in mm)

	Copy size
Quarter page (Portrait)	62mm w x 92mm h
Quarter page (Landscape)	128mm w x 44mm h
Half page (Landscape)	128mm w x 92mm h
Half page (Portrait)	62mm w x 190mm h
Full page (no bleed)	140mm w x 200mm h
Full page (with bleed)	154mm w x 216mm h
Double page spread (with bleed)	303mm w x 216mm h

An A5 page is 148mm w x 210mm h

Please send the artwork to us in one of the following formats:

- Press-ready PDF with fonts embedded, saved at 300dpi.
- EPS, TIFF or JPEG file saved at 300dpi resolution and colour profile saved as CMYK

PLEASE DO NOT SEND MICROSOFT PUBLISHER DOCUMENTS AS THESE ARE UNUSABLE FOR PRINT.

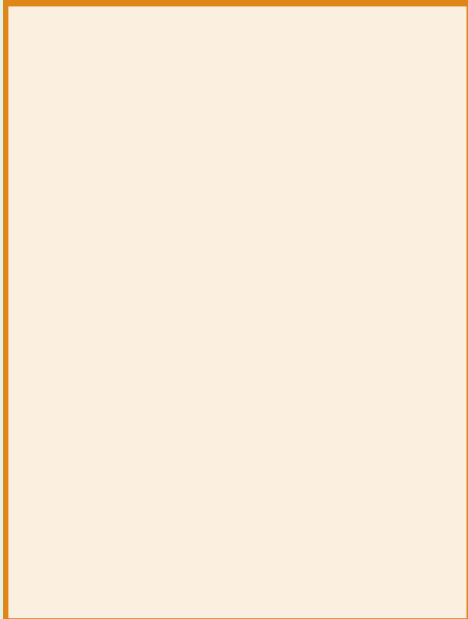
If you have advertised with us previously, we will still hold your artwork on file. Just contact us if you would like any amendments or to repeat existing artwork.

FULL PAGE (with bleed) 154mm wide by 216mm high

FULL PAGE (no bleed) 140mm wide x 200mm high

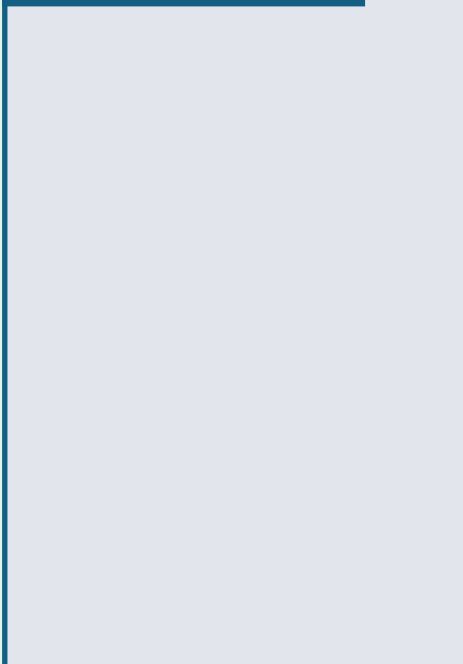
QUARTER PAGE VERTICAL

62mm wide x 92mm high

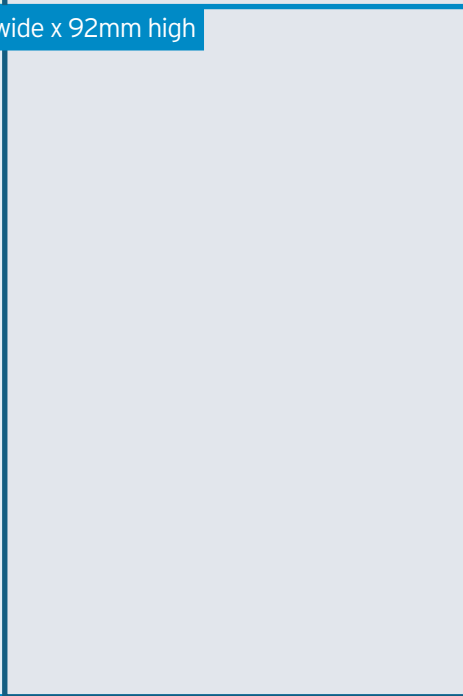
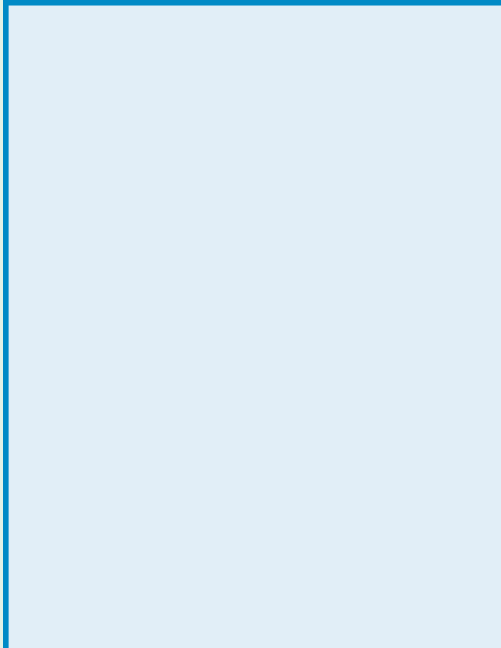


HALF PAGE VERTICAL

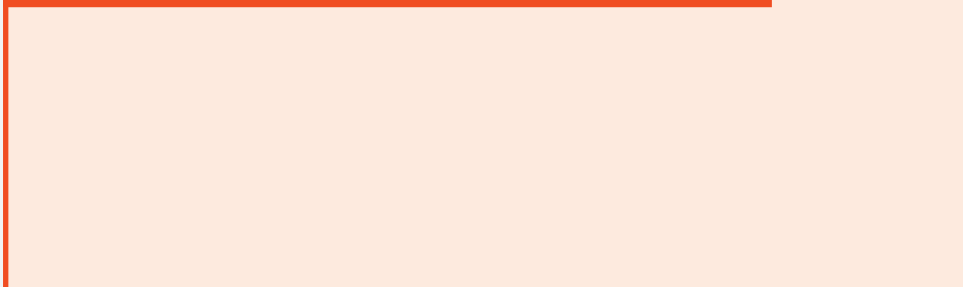
62mm wide x 190mm high



HALF PAGE HORIZONTAL 128mm wide x 92mm high



QUARTER PAGE HORIZONTAL 128mm wide x 44mm high



Standard Terms and Conditions Of Acceptance of Advertisements

1. These conditions shall apply to all advertisements, insets, inserts, sponsored articles or features (herewith referred to as advertisements) accepted for inclusion in hard copy editions of publications published by Shilling Lane Media ("Shilling Lane Media"). Any other proposed condition shall be void unless incorporated clearly in written instructions and specifically accepted by Shilling Lane Media. For the avoidance of doubt, these terms and conditions are applicable to the sale of advertisements accepted for inclusion in digital or other electronic editions of Shilling Lane Media's publications.
2. All advertisements are accepted subject to Shilling Lane Media's approval of the copy and to the space being available.
3. If it is intended to include in an advertisement a competition or a special of merchandise, other than that normally associated with the advertised product, full details must be submitted at the time of booking.
4. Shilling Lane Media reserves the right to omit or suspend an advertisement at any time for good reason, in which case no claim on the part of any Advertiser for damage or breach of contract shall arise. Should such omission or suspension be due to the act or default of the Advertiser or his servants or agents then the space reserved for the advertisement shall be paid in full notwithstanding that the advertisement has not appeared. Such omission or suspension shall be notified to the Advertiser as soon as possible.
5. If Shilling Lane Media considers it necessary to modify the space or alter the date of position of insertion or make any other alteration, the Advertiser will have the right to cancel if the alterations requested are unacceptable, unless such changes are due to an emergency or circumstances beyond Shilling Lane Media's control. Every care is taken to avoid mistakes but Shilling Lane Media cannot accept liability from any loss arising from the late appearance or non publication of any advertisement.
6. The Advertiser warrants that the advertisement is not illegal, defamatory, an infringement of any other party's rights or an infringement of the British Code of Advertising Practice. Country of origin (other than the United Kingdom) of goods advertised must be shown in advertisements to the extent necessary to comply with applicable legal and/or regulatory requirements.
7. The Advertiser will indemnify Shilling Lane Media fully in respect of any claim made against Shilling Lane Media arising from the advertisement. Shilling Lane Media will consult the Advertiser as to the way in which such claims are to be handled.
8. Advertisement rates are subject to revision at any time and orders are accepted on condition that the price binds Shilling Lane Media only in respect of the next issue to go to press. In the event of a rate increase, the Advertiser will have the option to cancel the order without surcharge or continue the order at the revised advertisement rates.
9. If the Advertiser cancels the balance of an agreed programme of advertisements, except in the circumstances set out in clauses 5 or 8 above, it relinquishes any right to a pre-agreed series discount to which it was previously entitled and advertisements forming part of such programme (both those published and those not yet published) will be paid for at the appropriate rate set out in the rate card from time to time.
10. Discounted rates negotiated in respect of a series of advertisements apply only if the order is completed within 12 months of the date of the first insertion. Failure to comply will require all advertisements forming part of the series to be charged at the appropriate rates set out in the rate card from time to time.
11. Accounts are due for settlement within 30 days of the due date of invoice. In the event of any account becoming overdue, Shilling Lane Media reserves the right both to suspend insertions due under order or until such time as the sum owing is paid. Interest is chargeable on overdue accounts at the maximum rate permitted by applicable law. All gross display advertising rates are subject to the current Advertising Standards Board of Finance surcharge payable by the Advertisers. Where orders are placed by Advertising Agents the Agency will be responsible for collecting this surcharge and paying to the Advertising Standards Board of Finance ("the Board"). Where the Advertiser places advertising directly, Shilling Lane Media will invoice the relevant surcharge and distribute this to the Board without deduction.
12. Shilling Lane Media reserves the right to recover all additional costs incurred that arise as a result of the acts or defaults of the Advertiser or its Agent. Complaints regarding publication of advertisements must be received by Shilling Lane Media in writing within one calendar month of the cover date.
13. At least 5 days notice written prior to copy date is required to stop, cancel or suspend an insertion. After this date the Advertiser will be liable to pay the full rate for the insertion.
14. If copy instructions are not received by agreed copy date no guarantee can be given that proofs will be supplied nor corrections made and Shilling Lane Media reserves the right to repeat the most appropriate copy.
15. Advertiser's property, artwork, etc are held at the Advertiser's risk. Advertiser's artwork, film positives and/or negatives, photographs and transparencies will be returned on request by Shilling Lane Media via Royal Mail post and at the risk of the relevant owner and should be insured against loss or damage from whatever cause. Shilling Lane Media reserves the right to destroy all artwork which has been in his custody for twelve months from the date of its last appearance.
16. All advertising artwork created by Shilling Lane Media on the Advertisers behalf will remain the intellectual property of Shilling Lane Media. If the Advertiser wishes to use any advertising artwork created by Shilling Lane Media a written request must be sent to chris@shillingmedia.co.uk. Shilling Lane Media reserves the right to refuse requests if any advertising booking fees remain unpaid.
17. For the purpose of these conditions, Advertiser shall refer to the Advertiser or its Agent whichever is the principal. 'Advertisement' includes loose or other inset where appropriate.
18. These Conditions shall be governed and construed in accordance with the laws of England and Wales. Any dispute concerning these Conditions (including non-contractual disputes) shall be subject to the exclusive jurisdiction of the English courts.