paa tanzania

MEDIA INFORMATION 2015

THE INFLIGHT MAGAZINE FOR PRECISION AIR

PrecisionAir
YOU ARE WHY WE FLY

PAA TANZANIA

RATE CARD 2015

DISPLAY ADVERTISING	1-3 INSERTIONS (EACH)	4+ INSERTIONS (EACH)
Outside Back Cover	US$ 2500	US$ 2200
Inside Front Cover	US$ 2400	US$ 2100
Inside Back Cover	US$ 2400	US$ 2100
Double Page	US$ 3300	US$ 2800
Full Page	US$ 2000	US$ 1750
Half Page	US$ 1200	US$ 1000
Quarter Page	US$ 700	US$ 600

SPECIALS	
Special positions	Add 10%
Multiple ads	Rate will be based on the total space booked

All rates are for each insert in the series. All rates are quoted in US Dollars. Conditions may apply.

INVOICING AND PAYMENT

- All clients will be invoiced on booking by Gecko Publishing Ltd.
- As Gecko Publishing is a UK-based company, no VAT will apply on any invoices.
- Payment must be made within 30 days of invoice. Payment details will appear on your invoice.
- If advertising space is booked and subsequently cancelled a penalty clause of the full invoiced rate will apply.

2015 SCHEDULES (Paa Tanzania is published quarterly)

ISSUE	FEBRUARY-APRIL
ON PLANE	FEBRUARY 1
BOOKING DEADLINE	JANUARY 22
MATERIAL DEADLINE	JANUARY 25

ISSUE	MAY-JULY
ON PLANE	MAY 1
BOOKING DEADLINE	MARCH 25
MATERIAL DEADLINE	APRIL 1

ISSUE	AUGUST-OCTOBER
ON PLANE	AUGUST 1
BOOKING DEADLINE	JUNE 25
MATERIAL DEADLINE	JULY 1

ISSUE	NOVEMBER-JANUARY
ON PLANE	NOVEMBER 1
BOOKING DEADLINE	SEPTEMBER 25
MATERIAL DEADLINE	OCTOBER 1

TO DISCUSS YOUR ADVERTISING REQUIREMENTS, CONTACT GECKO PUBLISHING ON TEL: **+44 (0)1844 278883** OR EMAIL: **PAA@GECKOMAGS.COM**
PAA IS PUBLISHED FOR PRECISION AIR BY GECKO PUBLISHING LTD

PAA TANZANIA

ADVERTISING SIZES

STANDARD PAGE

270mm high
x 200mm wide

←TYPE AREA

←— TRIM SIZE —→

←— BLEED —→

FULL PAGE

Type Area:
255 x 185mm
Trim Size:
270mm x 200mm
Bleed Size:
276mm x 206mm

HALF PAGE LANDSCAPE

115mm x 162mm

QUARTER PAGE

115mm x 78.5mm

DOUBLE PAGE

Type Area:	235mm x 370mm
Trim Size:	270mm x 400mm
Bleed Size:	276mm x 406mm

Allow 8mm possible loss
into the spine

HALF PAGE PORTRAIT

235mm x 78.5mm

PRINTING

COVER Sheet-fed offset
TEXT Web offset
BINDING Perfect bound

STOCK

COVER 200gsm,
UV varnish (gloss)
TEXT 80gsm gloss. From
FSC/PEFC-managed supplies.

PAGE NUMBERS

Usually between 80 and
112 pages, plus cover.

PLEASE NOTE: All sizes are shown as height x width

ABOUT BLEED

When any item is required to run up to or over the side of the page, it is necessary to extend it by at least 3mm beyond the normal trim size of the page. This is to allow for a 3mm margin of error when the printers trim the final book, and will prevent any unprinted white paper showing around the edge of the page. Please be careful to ensure bleed is included on your final print-ready PDF.

ABOUT LIVE MATTER

'Live matter' is any text or image that is necessary to be seen on the final advertisement. It is recommended that these items are placed at least 5mm in from the edge of the normal trim area (more on the sides going into the spine) to prevent them being trimmed out should the final book trim be slightly inaccurate.

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