

ACT NOW

RATE CARD 2010



The Association of Christian Teachers magazine

The Association of Christian Teachers has a long tradition of providing a Christian voice for the largest workplace grouping of Christians in the education sector.

Readers include headteachers and principals, diocesan and local authority education advisors, school librarians and bursars, chaplains, youth workers, schools workers, student teachers, newly qualified teachers, teaching assistants, teachers and lecturers.

Published in March and September each year – with a print run of 2,250 copies per issue – *ACT Now* is the most influential magazine for Christians involved in all sectors of education and initial teacher training in the UK.

Readership profile *

ACT Now is read by members across the UK and beyond.

62% of readers keep *ACT Now* for future reference or pass it on to a colleague, friend or relative.

68% of readers spend at least 30 minutes reading each issue; 21% spend more than one hour reading *ACT Now*. Most rate the content as excellent or very good.

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.

87% of *ACT Now* readers tithe their income.

97% support overseas missionary societies.

81% respond to emergency charity appeals.

67% purchase Christian CDs and/or DVDs.

96% purchase Christian books.

52% of *ACT Now* readers are responsible for managing a departmental/ faculty/subject/key stage/whole school budget. (18% of readers are headteachers or deputy heads; 17% are governors.)

45% of readers have 'school money to spend' on resources for their own classroom.

58% of *ACT Now* readers admit to spending up to £100 of their own money each year on resources for their classroom; a further 7% spend more than £100 of their own money.

46% organised a school/college trip in the last three years.

63% of readers lead regular times of collective worship in school/college. Most have used published assembly or collective worship materials in the last year.

32% of readers are a senior leader in a school or college; 29% have leadership responsibility in the wider community; 62% have leadership responsibility at their church.

*Source: *ACT Now* readership survey, 2008

Sizes and prices

Description	Size mm	Black & white	Colour
Full page bleed	297 x 210 +3mm bleed	£495	£510
Full page	254 x 176	£495	£510
1/2 page across	123 x 176	£295	£320
1/2 upright	254 x 84	£295	£320
1/3 page across	80 x 176	£230	£265
1/3 page upright	254 x 56	£230	£265
1/4 page across	57 x 176	£200	£250
1/4 page upright	123 x 84	£200	£250

VAT at current rate applicable to all advertising prices.

Advertising deadlines

Issue	Booking deadline	All copy to arrive
Spring/Summer (March)	4 th January	8 th January
Autumn/Winter (September)	1 st July	6 th 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 on a disk or as an email attachment as:

EITHER: a PDF using the following settings: Resolution 2,400 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 details and deadlines

Loose inserts (up to A4 size and/or up to 30g in weight) will be charged as follows:

Up to 15g: £475

15 to 30g: £575

Please note: Loose inserts are only included in ACT Now mailings to members of the Association of Christian Teachers living in England.

Issue	Booking deadline	Sample inserts to arrive	All inserts to arrive
Spring/Summer (March)	2 nd January	28 th January	22 nd February
Autumn/Winter (September)	1 st July	28 th July	20 th August

Discounts

Discounts apply to all advertisements and loose inserts.

Agency / Publisher: 15% reduction

Registered Charity / Missionary Society: 15% reduction

Series of three or more adverts/inserts: 15% reduction

Maximum total discount: 25% reduction

NB: All the above apply only if accounts are settled within 30 days.

Terms (strictly 30 days)

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

Terms and conditions of acceptance of advertisements and loose inserts

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 14 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 14 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.

Quality

For a free sample copy of ACT Now to enable you to assess the design and print quality, please contact the ACT office (details below).

For further information and booking advice

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