

please complete this order form and return it to the RLYmYC today -thanks

ADVERTISING SPACE ORDER FORM

This form should be returned to

ROYAL LYMINGTON YACHT CLUB BATH ROAD LYMINGTON HAMPSHIRE SO41 3SE

Advertising Order Form

Please detach and return urgently to the Royal Lymington Yacht Club

To The RLYmYC Date

From

Business Name and Address

Tel/email/fax t e f

We wish to order the following space in MEMBERS HANDBOOK POTTERSIP MAGAZINE BOTH

please tick space size required in boxes below

MEMBERS HANDBOOK	text pages	colour	page £286	<input type="checkbox"/>	1/2 page £154	<input type="checkbox"/>	1/4 page £110	<input type="checkbox"/>	1/8 page £65	<input type="checkbox"/>
	mono		page £207	<input type="checkbox"/>	1/2 page £108	<input type="checkbox"/>	1/4 page £77	<input type="checkbox"/>	1/8 page £50	<input type="checkbox"/>
	covers	colour	page £360	<input type="checkbox"/>						
POTTERSIP MAGAZINE	colour	adv page	£286	<input type="checkbox"/>	1/2 adv page £154	<input type="checkbox"/>	1/4 adv page £110	<input type="checkbox"/>	1/8 adv page £65	<input type="checkbox"/>



We would like to introduce you to a unique and highly targeted advertising opportunity at a surprisingly low cost

Copy dates, space sizes, cost and origination details

COPY AND PUBLICATION DATES

Ready for press advertising material must be received on or before **Monday 18 February 08.**

To use the free advertising service (see below) **Monday February 4** is the deadline.

Publication date is Friday 14 March 08.

PAYMENT

The RLymYC will issue an invoice for advertising space as soon as your order is received.

Payment is required by the publication date.

SPACE SIZES AND COST - PLEASE NOTE THAT THE SPACE SIZES ARE COMMON TO BOTH BOOKS.

Members Handbook - page size A5 (210h x 148w)

		size h x w	cost mono	cost colour
Full page	either	210 x 148 + 3mm bleed		
	or type area	186 x 120	£207+VAT	£286+VAT
Half page	type area	90 x 120	£108+VAT	£154+VAT
Quarter page	type area	90 x 57 or 45 x 120	£ 77+VAT	£110+VAT
Eight page	type area	45 x 57	£ 50+VAT	£ 65+VAT
Cover pages	either	210 x 148 + 5mm bleed		
	or type area	186 x 120	£360+VAT	£360+VAT

Pottership Magazine - page size A4 (297h x 210w)

		size h x w	cost colour or mono
Adv page	type area	186 x 120	£286+VAT
Half adv page	type area	90 x 120 or 120 x 90	£154+VAT
Quarter adv page	type area	90 x 57 or 45 x 120	£110+VAT
Eight adv page	type area	45 x 57	£ 65+VAT
Outside back cover positions plus 50%			

15% Discount

If you advertise in both books there is a **15% discount** on the total space cost

YOUR CONTACT FOR TECHNICAL AND DESIGN ENQUIRIES IS

Andrew Salanson at Avalon Design

tel: 02380 81 1295 mobile: 07836 589 673 email: avalonpublicity000@btclick.com

How to supply your advert

On CD or by email in **MAC compatible format**. **PhotoShop EPS or high resolution pdf files preferred**

All colour must be cmyk - no RGB files. Resolution at 300dpi. Files constructed in PC formats can only be accepted if converted to high res pdf files.

Free advertisement design

Avalon Design will produce the artwork for simple ads for the RLymYC publications free of charge.

Please sketch out your ad design in the space size you have ordered and send it with the words,

photos and logos by **Monday February 4**

Advertise in the Royal Lyminster Yacht Club Members Handbook and Pottership Magazine.....



specimen copies available- call 01590 672677 or email sail@rlymyc.org.uk

Pottership Magazine

A 56 page quality publication recalling racing, cruising and social happenings in the Club in the past year- intended as a coffee table book which is retained in Members homes

Members Handbook

A listing of Members contact details, boat names and useful sailing data which is constantly referred to at home and on-board throughout the year

15% discount for advertising in both books



Specimen copies available- call 01590 672677 or email sail@rlymyc.org.uk

...and benefit from

a unique, very cost effective promotional opportunity, accurately targeted at householders and boat owners who purchase a wide range of goods and services in addition to their boating needs

uniquely targeted

the only advertising opportunity guaranteed to reach

- **2,800** members of the RLymYC
- **1,800** households - 80% local to Lyminster and district
- **1,000** thousand boat owners
- *with a bonus circulation to other major yacht clubs, class associations and yachting organisations in the UK and abroad*

uniquely priced

*for as little as **£50** you can promote your products and services directly to members of the RLymYC. Just compare our advertising costs with other boating related publications*

Please use the order form on the back page. Thank you

For more information please contact the RLymYC on 01590 672677 or

Andrew Salanson on 07836 589 673 and check out the Club website

www.rlymyc.org.uk