



The magazine for the indoor play sector

Please complete booking form below and send back to: Indoor Play, c/o Morton Michel, Alhambra House, 9 St Michaels Road, Croydon, Surrey, CR9 3DD or fax to 0845 2570 547

Company Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Address Details: \_\_\_\_\_

\_\_\_\_\_

Tel Number: \_\_\_\_\_

Email: \_\_\_\_\_

Fax Number: \_\_\_\_\_

| Advertisement Detail       | Price | Issues booked |
|----------------------------|-------|---------------|
| Double Page Spread         |       |               |
| Full Page                  |       |               |
| Inside Front Cover         |       |               |
| Inside Back Cover          |       |               |
| Back Cover                 |       |               |
| Half Page Horizontal       |       |               |
| Third Page Vertical        |       |               |
| Quarter Page Standard      |       |               |
| Quarter Page Horizontal    |       |               |
| Services Section           |       |               |
| Inserts                    |       |               |
| Artwork charge for adverts |       |               |

Authorised by: \_\_\_\_\_ Date: \_\_\_\_\_

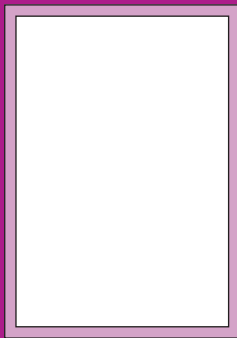
Should you require assistance producing your advertisement please contact Alex Meazzini on 020 8603 0936 or email ameazzini@mortonmichel.com

**Terms & Conditions**

- 1. Invoice sales – payment is due 28 days prior to publication. All cheques should be made payable to Morton Michel Ltd.**
2. Cancellations will only be accepted at Indoor Play’s discretion.
3. Indoor Play reserves the right to charge interest on overdue accounts at 5% above the base rate per month until full payment is obtained
4. Once a booking has been made, it is the advertisers’ responsibility to supply copy before the published deadline
5. An advertisement that cannot run because of late supply will be charged at full rate.
6. Indoor Play can accept no liability for any loss or damage caused by error or inaccuracy in the printing of omissions of any advertisement.

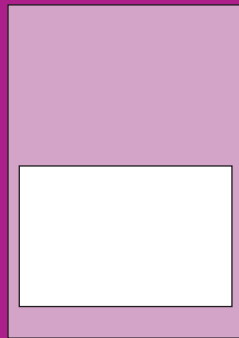
# Advertising Booking Form

# Advertising Rates



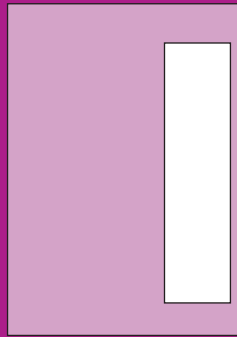
## Full Page

Type: 190mm x 277mm  
Trim: 210mm x 297mm  
Bleed 216mm x 303mm



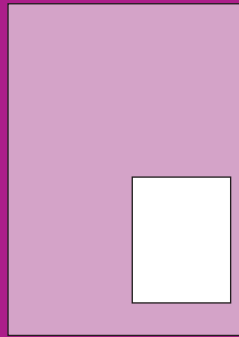
## Half Page

190mm x 126mm



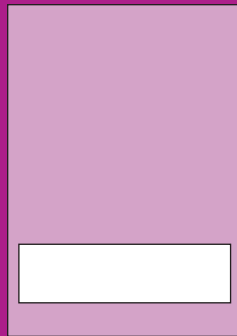
## Third Page

60mm x 233mm



## Quarter Page Standard

91.5mm x 113.5mm



## Quarter Page Horizontal

190mm x 53.5mm

## Full coloured advertising rates

|                         | Rate |
|-------------------------|------|
| Double Page Spread      | £645 |
| Inside front/back cover | £445 |
| Back cover              | £445 |
| Full page               | £345 |
| Half page               | £245 |
| Third page              | £195 |
| Quarter page            | £125 |

## Inserts

Rates available on request

## Guaranteed Position + 10%

## Series booking discounts:

2 issues – 5%    3 issues – 7.5%    4 issues – 10%  
5 issues – 12.5%    6 issues – 15%

All advertising is subject to VAT.

Rates are based on advertisers providing final finished artwork. Indoor Play can also offer a competitively priced advertisement design and productions services.

## Artwork format

Indoor Play uses a digital workflow system and can only accept digital files. Preferred file format is Adobe Acrobat PDF (Press ready 300dpi). We also accept QuarkXPress v7, Adobe Illustrator CS2 (all fonts outlined), TIFF & JPG files of at least 300dpi resolution. Artwork can be supplied by email to: ameazzini@mortonmichel.com or on CD if over 10MB.

## Contacts

Tommy Leighton – Editor

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Email: tleighton@mortonmichel.com

Alex Meazzini – Head of Marketing

Tel: 020 8603 0936

Email: ameazzini@mortonmichel.com

Production: Paul Girling

Tel: 01953 860023

Email: paul@greystokegraphics.co.uk

## Indoor Play Magazine

c/o Morton Michel, Alhambra House, 9 St Michaels Road, Croydon, Surrey, CR9 3DD

To Advertise contact  
Alex Meazzini on  
**020 8603 0936**