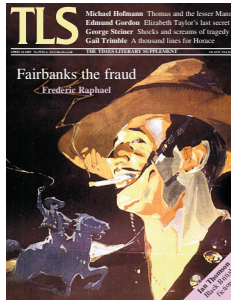


TLS



2010
RATE CARD

TLS SPECIAL FEATURES 2010

JANUARY

- 1 General
- 8 Travel
- 15 Scotland
- 22 Middle East
- 29 Social Studies

FEBRUARY

- 5 Reference Books
- 12 History
- 19 Theatre Studies
- 26 Jewish Book Week

MARCH

- 5 Philosophy
- 12 Spring Books
- 19 France (Salon Du Livre)
- 26 Politics

APRIL

- 2 Religion
- 9 Art History
- 16 Cultural Studies (LIBF)
- 23 Germany
- 30 Foreign Fiction

MAY

- 7 Languages
- 14 Ancient History
- 21 USA (BookExpo)
- 28 Poetry

JUNE

- 4 Science
- 11 University Presses (AAUP)
- 18 Ireland
- 25 Summer Books / Independent Publishers

JULY

- 2 Italy
- 9 Medieval Studies
- 16 Literary Criticism
- 23 Archaeology
- 30 Latin America / Spain

AUGUST

- 6 Natural History
- 13 Shakespeare
- 20 & 27 Fiction / Autumn Books

SEPTEMBER

- 3 Psychology
- 10 Russia
- 17 Anthropology
- 24 History

OCTOBER

- 1 Frankfurt
- 8 Classics
- 15 Philosophy
- 22 Art & Architecture
- 29 Economics & Politics

NOVEMBER

- 5 Learned Journals (CELJ)
- 12 Music
- 19 Christmas Books/Trade Publishers
- 26 Poetry

DECEMBER

- 3 International Books of the Year
- 10 Bibliography
- 17 Religion
- 24 & 31 Biography

DISPLAY

Mono:

Full Page	£2,992
Half Page	£1,496
Quarter Page	£748
Eighth of Page	£374
Single Column cm	£22
Minimum 3cm x 1col	£66

Series bookings:

Special offers available.

To calculate the cost of advertisement :

Scg rate x height in cm x number of columns

Colour is available:

Single colour: 5% premium on mono rates

Full colour: 12.5% premium on mono rates

Column Widths:

1 Column	63mm
2 Column	130mm
3 Column	197mm
4 Column	264mm

Mechanical Data:

Type area: 340mm x 264mm

Number of columns: 4

Column length: 340mm

Booking and Copy Deadline:

Overseas customers: Thursday 12 noon
(8 days prior to publication)

UK customers: Friday 12 noon
(one week before publication)

Inserts:

For full details please telephone
020 7782 4974.

Delivery Options:

All RoP (Display) artwork should be sent direct to News Stream using their Printsure Delivery system at no charge for transmission.

For further information, send an email:

info@news-stream.ltd.uk or telephone
Mark O'Neill on 020 7782 4932 or
Richard Perrin on 020 7782 4910

The QuickCut delivery system is also supported.

TLS Online Advertising Rates

Button	£500
Leaderboard	£750
Skyscraper	£850
MPU / Premium	£1,000
E-Newsletter	£1,100

All online ads appear on every page of the website for 4 weeks, in a fixed position.

Please contact Linsey Kenhard

Tel: 020 7782 4974

Fax: 020 7782 4966

Email: linsey.kenhard@newsint.co.uk

CLASSIFIED

Classified Display:

Single column centimetre rate for a single insertion: £14.85

Single column centimetre rate for 3 or more insertions: £10.70

Column widths: 1 columns = 50mm
2 columns = 103mm
3 columns = 157mm
4 columns = 210mm
5 columns = 264mm

To calculate the cost of advertisement:

Sc rate x height in cm x number of columns wide.

Minimum size = 3cm x 1 column
(£14.85 x 3 x 1) = £44.55

Classified Linage:

Per line for a single insertion: £3.20
Per line for three insertions: £2.70

Each line accommodates approximately 6 words

Mechanical Data:

Type area: 320mm x 264mm
Number of columns: 5
Column length: 320mm

Booking Deadline:

Friday 12 noon (1 week prior to publication)

Copy Deadlines:

Monday at noon (4 days prior to publication)

Submitting Copy:

Option 1:

Online via Quickcut program.

Enquiries to 020 7782 7361

Option 2:

Pdf file to:

jonathan.drummond@newsint.co.uk

Pdf needs to be to the correct dimensions.

We accept no responsibility for printing problems arising from the use of pdf files.

Option 3:

Text in a word document or email, with any logos as separate jpeg files sent to:

jonathan.drummond@newsint.co.uk can be typeset at no additional cost.

Other technical specifications may be found at www.newsint.co.uk/advertising

Published weekly - Friday

Please contact Jonathan Drummond

Tel: 020 7782 4975

Fax: 020 7782 4966

Email: jonathan.drummond@newsint.co.uk

2010 RATE CARD

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The total readership is 100,000* worldwide

*The TLS Reader Survey, August 2000

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TLS

James Carley Camden, great man of Britannia
Ruth Scurr The beauty in Tóibín's Brooklyn
David Horspool Tom Waits, singer on *The Wire*
Jonathan Keates When Doge ate Doge

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