

variant

...the free, independent, arts magazine. In-depth coverage in the context of broader social, political & cultural issues.

Editorial contact:
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Date:

Sales Agent:

Advertising Booking Form

Ordered by:	<input type="text"/>
Company Name:	<input type="text"/>
Address:	<input type="text"/>
	Postcode: <input type="text"/>
Telephone:	<input type="text"/>
Email:	<input type="text"/>

Payment Details

Unless a credit facility has been formally agreed, payment is required with order. How will payment be made?

cheque	<input type="checkbox"/>
cash	<input type="checkbox"/>
BACS	<input type="checkbox"/>
30 day invoice	<input type="checkbox"/>

Advert size:	<input type="text"/>		
Issue(s) for insertion:	<input type="text"/>		
Advert position:	<input type="text"/>		
Repeat Ad?	Yes / No	If yes, which issue?	<input type="text"/>
Artwork supplied	Yes / No	If yes, grayscale or colour?	<input type="text"/>
Important note Accepted artwork formats are: • as an image file: tiff, jpeg, eps, PDF scaled to print size at 300 dpi (indicate if image is layered) • as an InDesign or Quark Express file (with relevant fonts and images, logos etc. included)			
Name and Contact details of person producing your artwork			
<input type="text"/>			

COPY DEADLINE

NOTE: Artwork received after this date cannot be guaranteed for publication. An invoice for the full amount below will be issued for space reserved and for which no artwork was received.

Please send copy to:

variantads@btinternet.com

E-mails should be no bigger than 10MB in size.

If artwork is bigger than this, for other options please call Owen on +44(0)141 333 9522.

Alternatively please post a disc to the above address.

Thank you for your valued order

Cost of advert	£ <input type="text"/>
Discount	£ <input type="text"/>
Artwork Charge	£ <input type="text"/>
TOTAL DUE	£ <input type="text"/>

This advert booking is placed in accordance with our terms and conditions which can be found at www.variant.org.uk. A copy can be supplied on request. If no edition is selected for insertion, we will put your advert in the next available edition of Variant. By signing this booking form you are committing to buy the specified space. We regret we cannot accept cancellations after receipt of this booking form and the full amount will become payable.

SIGNED

PRINT NAME:

DATE:

Please e-mail back to variantads@btinternet.com

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TERMS AND CONDITIONS

1. Advertisements must conform to the British Code of Advertising Practice and must accurately reflect the product and or service being advertised.
2. Advertisements are subject to the publisher's approval and must always be recognisable as such and not resemble editorial matter.
3. All claims made in advertisements must be capable of being supported by appropriate evidence and must be made available to the publisher upon request.
4. Advertisements should be inline with Variant's policies and ethos. As such certain types of advert and promotions may not be permitted within the magazine.
5. The publication of an advertisement by the publisher does not constitute endorsement of the advertiser, its products or services.
6. Space reserved by an advertiser must be paid in full where the advertisement is not published due to an act or omission by the advertiser. This includes advert copy that arrives after publication dead-line date.
7. The publisher reserves the right to increase advertisement rates at any time or to amend the terms and conditions at any time.
8. The publisher will not be liable for any loss or damage caused by amendment, error, late publication or non-publication from any cause whatsoever.
9. The publisher will not accept liability for any error on the part of third parties or inaccurate copy instructions.
10. The publisher reserves the right to publish the most appropriate copy should copy instructions not be received by the stipulated time.
11. Artwork should be supplied as an electronic image file, via email to variantads@btinternet.com or on CD and posted to the above address, in the following formats: tiff, jpeg, eps, PDF, scaled to print size at 300 dpi (indicate if image is layered). Alternatively, supplied as an InDesign or Quark Express file (with relevant fonts and images, logos etc. included). Variant also offers an in-house design service: copy set and prepared by Variant (artwork, repro work, setting or amendments) +15%. Full colour (unless otherwise stated) +20%.
12. Payment for all advertisements is due on receipt of booking unless a credit account has been opened. Credit can be extended subject to satisfactory credit checks. Credit Account Invoices for display advertisements must be settled within 30 days of issue.
13. By signing the booking form, you commit to the space reserved and agree to the terms and conditions of booking herewith.
14. We regret cancellations cannot be accepted after booking. Space reserved for which no artwork or copy is received by copy deadline date will be charged at the agreed rate as stated on the booking form.
15. Repeat adverts. If Variant are asked to repeat an advert, we will always use the most recent copy published unless instructed otherwise.
16. Series bookings are subject to a discount. A series discount of -20% applies to three ad insertions, and to prepaid ads in advance of publication (discount is not compound). Cancellation of the series at anytime will result in the forfeiture of the discount and may be charged retrospectively on any previous adverts which benefitted from the discount.
17. Neither the publisher or its contractors and sub-contractors shall be liable for any consequential loss arising from non-publication of advert or from any errors or omissions contained in published copy/advert.
18. Material which in the Variant's opinion could be considered offensive to readers will be censored or omitted from the publication. Where possible you will be advised to supply alternative copy. Point 6 shall apply if new copy is not received by copy deadline date.