

# Governing Matters

n|g|a National Governance Association

## RATE CARD 2018



### DISPLAY & RECRUITMENT AD COST / INSERTION

DPS	£4,900
Full Page	£2,400
Half Page Landscape	£1,300
Half Page Portrait	£1,300
Quarter Page	£705

### INSERTS COST PER THOUSAND

Up to 10 grams	£63
Up to 20 grams	£76

All prices subject to VAT. For bespoke advertising or sponsorship opportunities, please contact Century One Publishing for more details. Please refer to our terms and conditions.

### SPECIAL POSITIONS AD COST / INSERTION

Inside Front Cover	£2,950
Inside Back Cover	£2,950
Outside Back Cover	£3,300

### ADVERTORIALS

Full Page	£2,750
400-500 words max	
Half Page	£1,450
200-300 words max	



## Dates for your diary

Month/Issue	BOOKING DEADLINE	ARTWORK DEADLINE	INSERT DEADLINE	PUBLISHING DATE
Jan/Feb	22 December	02 January	10 January	15 January
March/April	09 February	12 February	21 February	26 February
May/June	06 April	09 April	18 April	23 April
July/August	08 June	11 June	20 June	25 June
Sept/Oct	10 August	13 August	22 August	28 August
Nov/Dec	12 October	15 October	24 October	29 October

**NEED ARTWORK?**  
Call  
**01727 739 189**  
to book our  
design service

## Technical specification

DPS	width and height (mm)	Half Page	width and height (mm)	Quarter Page	width and height (mm)
Trim size	376 x 265	Trim size	168 x 120	Trim size	81.5 x 120
Bleed size*	382 x 271	Landscape (no bleed required)		Portrait (no bleed required)	
Full Page	width and height (mm)	Half Page	width and height (mm)	Crop Marks	
Trim size	188 x 265	Trim size	81.5 x 245	Weight: 0.25pt	
Bleed size*	194 x 271	Portrait (no bleed required)		Offset: 2.117mm	

\* Please remember that there must be a 3mm bleed around the page when artwork is being produced.

High res, press ready artwork should be supplied in digital format to [copy@centuryonepublishing.uk](mailto:copy@centuryonepublishing.uk). PDF, JPG or TIFF files accepted. Please note that Microsoft Word and Publisher files are not accepted. All artwork should be CMYK colour (not RGB) with no spot colours, 300 dots per inch (dpi), ensuring all fonts and images are embedded. We regret we are unable to accept responsibility for the outcome of digitally supplied material unless accompanied by an exact colour proof.

**centuryone**  
integrated publishing solutions

The National Governance Association (NGA) is an independent charity representing and supporting governors, trustees and clerks in maintained schools and academies in England.

With more than 60,000 governor members NGA supports over a quarter of schools in England and is the leading campaigning national membership organisation for school governors, trustees and clerks.

# 35k circulation

Governing Matters is NGA's official membership magazine and is published six times a year. Sent to members' schools and homes, it is essential reading for governors providing strategic leadership in schools and academies. Contributors include NGA staff, policy makers, government ministers, governors and others involved in education.

Each issue includes the latest news from the organisation, changes in policy and advice on running schools and managing school leaders.

Relaunched in 2016 with a new design, it includes the same high standard of editorial and is a more engaging magazine for members.

## Contact us

### Advertising Sales

Jonathan Knight  
[jonathan@centuryonepublishing.uk](mailto:jonathan@centuryonepublishing.uk)  
01727 739 193

### Artwork Studio

Caitlyn Hobbs  
[copy@centuryonepublishing.uk](mailto:copy@centuryonepublishing.uk)  
01727 739 189

# Artwork creation

## RATE CARD 2018



### NEW DESIGN

	DESIGN COST	INC IP RIGHTS
DPS	£620	£720
Full Page	£375	£475
Half Page	£240	£310
Quarter Page	£145	£220

### UPDATING EXISTING ARTWORK COST PER AD

Amending artwork	£50	} Applies to both artwork created by us originally and artwork supplied by yourself
Small text amends	£30	
Extra amends/proof (per round)	£20	
Creating PDF from your files	£20	

Please note that if your ad is booked under an SCC rate and you require artwork creation we will ROUND UP to the nearest suitable size. If your artwork is larger than a standard eighth page you will be charged at the quarter page rate. A single round of amends is included in the artwork price.

All prices quoted are subject to VAT. Please refer to our terms and conditions.



#### STEP ONE

Decide your ad size and whether you need artwork produced. Tell your sales rep and complete the booking form.

#### STEP TWO

Once all is booked in, our design studio will contact you to discuss the look of your ad and obtain your branding guidelines and your ideas for the design and what you want it to communicate.

#### STEP THREE

Send the designer your copy and images, high res logos, colour references and branding guidelines if applicable, along with any other information that you would like on the ad.

#### STEP FOUR

The designer will email over an artwork approval form (this is your proof). Mark up any amends or call to discuss. Or if it looks good sign and return the form.

#### STEP FIVE

A second proof will be issued for sign off. Fill in the form at the bottom and return to the designer. Additional amends/proofs may incur additional charges. If you have purchased the intellectual property rights (where applicable) we will send you the press ready pdf and all design files.

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