

# ABA ADVERTISING 2016



ABA Advertising for 2016-2017 is coordinated centrally. The Directory, ABA Newsletter and book fair guides offer a variety of pricing and sizing options.

If you do not have artwork, our designers can do this for you at a modest additional cost.

Please provide all advertising as PDF, JPG or TIFF files if possible.

Prices are exclusive of VAT.

Adverts are in full colour unless otherwise specified.

The deadline for booking advertising space is **Friday 26<sup>th</sup> February**

## DIRECTORY

- ABA Directories are distributed free of charge at ABA and international fairs, to Members' shops, to our ILAB counterparts, to libraries and the media, and to members of the public on request. The 2016 Directory is published in time for the Olympia book fair.
- Advertising space is limited and applications will be accepted on a "first come, first served" basis.
- All artwork and/or copy for the Directory should reach the ABA office by Friday 4<sup>th</sup> March.

## NEWSLETTER

- The newsletter is printed 6 times per year. Rates below are given for a regular advertising slot in all issues. For one-off rates, please contact the Office.
- Advertisers can submit up to 3 designs, which will be published in rotation.

## BOOK FAIR GUIDES

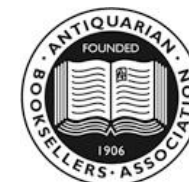
- The ABA's main fair is the London International Antiquarian Book Fair (LIABF) at Olympia 26-28<sup>th</sup> May 2016. The ABA also organises a smaller fair at Chelsea 4-5<sup>th</sup> November 2016, and the Bristol book fair in conjunction with our sister association the PBFA 8-9<sup>th</sup> July 2016.
- In all book fair guides, exhibitor advertisements will be placed as close as possible to their directory listing, all other adverts will be placed at the rear of the Fair Guide.

## ADDITIONAL SERVICES:

- Leaflet stuffing: we are able to include flyers or other paper publicity with our Newsletter mailings. Please contact the Secretary [secretary@aba.org.uk](mailto:secretary@aba.org.uk) for details.
- Leaflet display: there is limited space available at our book fairs for the display of publicity materials. Please contact the Events Manager [marianne@aba.org.uk](mailto:marianne@aba.org.uk) for details.
- For all other enquiries regarding ABA Advertising, please contact the ABA Office [admin@aba.org.uk](mailto:admin@aba.org.uk). The ABA reserves the right to exclude adverts for any reason or none.

**ABA ADVERTISING BOOKING FORM 2016**

	COLOUR / MONO	DESCRIPTION	SIZE (in mm)	MEMBERS	NON-MEMBERS	PLEASE COMPLETE:
<b>ABA DIRECTORY</b>	Colour	Full page front or rear cover interior	80 x 180	£550 <input type="checkbox"/>	£650 <input type="checkbox"/>	<b>Business name:</b> .....  <b>Contact name:</b> .....  <b>Address:</b> ..... ..... .....  <b>Telephone:</b> .....  <b>Email:</b> .....
		Full page immediately inside covers	80 x 180	£300 <input type="checkbox"/>	£400 <input type="checkbox"/>	
		Half page immediately inside covers	80 x 90	£210 <input type="checkbox"/>	£310 <input type="checkbox"/>	
		Rear cover	80 x 180	£650 <input type="checkbox"/>	£750 <input type="checkbox"/>	
	Mono	Full page in Members' section	80 x 180	£210 <input type="checkbox"/>	N/A	
		Half page in Members' section	80 x 90	£105 <input type="checkbox"/>	N/A	
		Full page at rear	80 x 180	£160 <input type="checkbox"/>	£260 <input type="checkbox"/>	
		Half page at rear	80 x 90	£80 <input type="checkbox"/>	£180 <input type="checkbox"/>	
<b>ABA NEWSLETTER</b>	Colour	Full page front or rear cover interior	180 x 260	£550 <input type="checkbox"/>	£650 <input type="checkbox"/>	
		Half page front or rear cover interior	180 x 130	£400 <input type="checkbox"/>	£500 <input type="checkbox"/>	
		Quarter page front or rear cover interior	90 x 130	£200 <input type="checkbox"/>	£250 <input type="checkbox"/>	
	Mono	Full page colour rear cover (Single issue)	180 x 260	£150 <input type="checkbox"/>	£250 <input type="checkbox"/>	
		Full page	180 x 260	£400 <input type="checkbox"/>	£500 <input type="checkbox"/>	
		Half page	180 x 130	£250 <input type="checkbox"/>	£350 <input type="checkbox"/>	
		Quarter page	90 x 130	£125 <input type="checkbox"/>	£175 <input type="checkbox"/>	
<b>BRISTOL</b>	Mono (only)	Quarter Page	54 x 88	£25 <input type="checkbox"/>	£50 <input type="checkbox"/>	
		Half Page	116 x 88	£50 <input type="checkbox"/>	£100 <input type="checkbox"/>	
		Full Page	116 x 180	£100 <input type="checkbox"/>	£200 <input type="checkbox"/>	
<b>CHELSEA</b>	Colour (only)	Half page	90 x 80	£60 <input type="checkbox"/>	£120 <input type="checkbox"/>	
		Full page	190 x 80	£105 <input type="checkbox"/>	£210 <input type="checkbox"/>	
		Inside Front Cover	190 x 80	£160 <input type="checkbox"/>	£320 <input type="checkbox"/>	
		Inside Rear Cover	190 x 80	£160 <input type="checkbox"/>	£320 <input type="checkbox"/>	
		Outside Rear Cover	190 x 80	£220 <input type="checkbox"/>	£440 <input type="checkbox"/>	
<b>OLYMPIA (LIABF)</b>	Colour (only)	Half Page	80 x 90	£100 <input type="checkbox"/>	£200 <input type="checkbox"/>	
		Full Page	80 x 190	£180 <input type="checkbox"/>	£360 <input type="checkbox"/>	


 Return form to: The Secretary, ABA, 6 Bell Yard, London WC2A 2JR United Kingdom. Fax to: +44 (0)20 7421 4681 or email: [secretary@aba.org.uk](mailto:secretary@aba.org.uk)