



## The Journal of the Institute of Cemetery & Crematorium Management (Inc)

### Advertisement Tariff Summer 2019 - Spring 2020 Editions

In February 1935 the first issue of the forerunner of the present Journal was produced. Then a modest black and white publication, with no or few images, it has been produced for the past 83 years with unfailing regularity and evolved into a full colour glossy magazine reflecting the changes in bereavement service provision.

Published quarterly The Journal keeps pace with and chronicles those changes and the initiatives sweeping through the profession both in the UK and abroad.

Its current circulation is 1350 made up principally of ICCM Professional and Corporate members and the remaining recipients (who pay to subscribe) are primarily those providing products and services to cemeteries, crematoria and the bereaved.

#### **Publication & Advertising:**

Julie Dunk

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ICCM National Office City of London Cemetery, Aldersbrook Road, Manor Park, London E12 5DQ

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A Company Limited by Guarantee. Founded 1913 Incorporated 1958. London Register No. 610299

**Advertisement Rates: Summer 2019 - Spring 2020 (subject to VAT unless otherwise stated)**

Inside Front Cover*	Colour or Mono	£410 per insertion
Inside Back Cover*	Colour or Mono	£410 per insertion
Full Page	Colour or Mono	£390 per insertion
Half Page (portrait or landscape)	Colour or Mono	£295 per insertion
Quarter Page	Colour or Mono	£210 per insertion

*\* Subject to availability*

Pre-payment Reduction: 4 consecutive insertions  
Summer 2019 - Spring 2020 10% reduction

Loose Inserts Supplied by advertiser  
£390 per insertion  
(A4 max, or pre-folded to A4 and mailed direct to our printer. Please ask for latest date.)

**Relevant Dates**

Publication Date 1st week of March (Spring), June (Summer),  
September (Autumn), December (Winter)

Copy Deadlines 15th January (Spring), 15th April (Summer),  
15th July (Autumn), 15th October (Winter)

Unless advised otherwise by copy deadline date above the advert that appeared in the last issue in which you advertised will be reproduced in the following issue unless you have specified particular issues for publication.

As an advertiser we offer you the opportunity to submit copy for consideration for inclusion in 'Company News'. Copy (approx. 200 words) is required by copy deadline date above.

## **Mechanical Data**

Copy can be sent via Email to [julie.dunk@iccm-uk.com](mailto:julie.dunk@iccm-uk.com). Files must be under 10Mb to be successfully received. If you wish to use a file transfer system for files above 10Mb such as Dropbox, OneDrive etc please use the email addresses above or contact Julie Dunk on 07976 939585 to discuss details. Copy can also be sent via post on DVD or memory stick to Julie Dunk, ICCM National Office, City of London Cemetery, Aldersbrook Road, Manor Park, London, E12 5DQ.

All full page adverts for The Journal are set to A4 size H297mm x W210mm; Half page H148 x W210mm and Quarter page H148mm x W105mm. If the advert has a background that runs to the end of the page we will require a 3mm Bleed on each edge of the document; for example an A4 advert that has a full background that extends beyond the boundary of the page will be setup to a height of 303mm and a width of 216mm – A4 plus 3mm on each edge of the advert.

The preferred format for adverts is PDF with any graphics set to the CMYK colour model, and as high resolution 300dpi or above, fonts embedded and transparencies flattened. A good way of achieving this is to save the PDF to the PDF/X-3:2003 Standard.

We also accept Graphics formats such as PSD, TIFF and JPEG, as with other formats these images should be set to 300dpi or above, use the CMYK colour model and have 3mm bleed area on each edge if the background extends to the edge of the paper.

Vector formats are also acceptable, such as EPS, Adobe Illustrator and Corel Draw. The same restrictions on colour, resolution and bleed apply and it is advisable to change text to outlines which will bypass any font issues.

Adobe Indesign is the primary design tool here and Indesign files can be submitted. It is advisable to package the document, which will include the fonts, images etc and as with the other file formats, colour, resolution and bleed considerations must be taken into account although it is recommended that fonts are converted to outlines to negate any font issues.

MS Word, Publisher and Powerpoint and other Office applications; although it is possible to create adverts using these programs, results may be variable and because they are not designed to produce print ready work you may be charged for the conversion and remedial work undertaken to make these files ready for the print process.

We try and maintain a pragmatic approach to the submission process so if you have any questions, queries with the technical issues of the job or any other aspect of the process, please feel free in contacting Julie Dunk on 07976 939585.

## **PUBLISHER'S TERMS AND CONDITIONS OF ACCEPTANCE**

1. The publishers reserve the right, at any time, to refuse, amend, withdraw or otherwise deal with any advertisement without explanation.
2. The publishers will not be liable for any loss or damage caused by error, late publication or failure of an advertisement to appear in a specified issue regardless of cause.
3. Advertisements are accepted in good faith and the publishers will not be held responsible for any claims stated or implied by the copy received from the advertiser.
4. Advertisers will indemnify the publishers in full against any loss, damage or other expense incurred as a direct or indirect consequence of their advertisement(s).
5. Advertising orders containing conditions that do not comply with the publisher's conditions will not be accepted as binding, unless agreed in writing by the publishers beforehand.
6. Advertisements will only be accepted on the understanding that the advertiser guarantees that such advertisements will not contravene the Trade Descriptions Act 1968 and any subsequent legislation.
7. Advertisements will only be accepted on the understanding that the advertiser implicitly guarantees that such advertisements will comply with the British Code of Advertising Practice.
8. Discounts on series advertisements placed will become invalid if the contract has not been completed within one year from the date of the first insertion. If the series contract is cancelled or not completed for any reason, the publishers reserve the right to surcharge the earlier insertions at the higher rate applicable.
9. Thirty days' notice of cancellation is required, otherwise advertisements will be charged for as scheduled.
10. Copy must be supplied by the advertiser without application from the publishers. Any reminder by the publishers should be regarded as an act of courtesy and not as an obligation. If copy is not received by the due time, the publishers reserve the right to repeat the last received copy.
11. The publishers reserve the right to pass the cost of artwork to the advertiser. Any artwork or copy left with the publishers or their printers for more than one year after being last used will be destroyed.
12. The publishers reserve the right to amend these Terms and Conditions of Acceptance and change future advertisement rates without prior notice and at any time. In such an event advertisers have the option to cancel any remaining contracts without incurring extra charges.
13. Invoices must be settled within 30 days of the invoice date unless alternative arrangements have been made with the publishers. Accounts that become 75 days overdue will be passed to agents for collection at the debtor's expense and all the debtor's advertising will be suspended until settlement of the outstanding amount in cleared funds.
14. These Terms and Conditions of Acceptance are set out in accordance with English Law and all parties hereby submit to the jurisdiction of English courts.

March 2019