

# Classified Specification

## Welcome

and thank you for booking an advertisement with us.

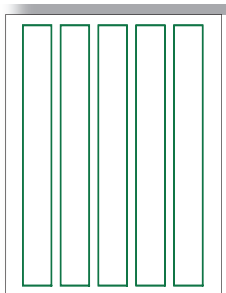
*Please use this document to help you make the best of our service.*

*Below are the options that you have, and the pages on which to find all the information about them.*

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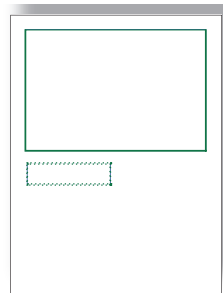
## Advertisement sizes



### COLUMN & CM BOOKINGS

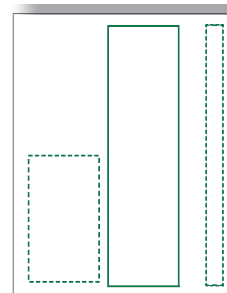
- 1 column: 38mm
- 2 column: 79 mm
- 3 column: 119 mm
- 4 column: 160 mm
- 5 column: 201 mm

So a 4 x 1 booking is 4 cm by 1 column, which equals ad dimensions of 40x 38 mm



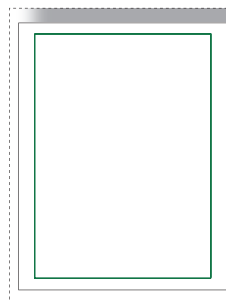
### HALF HORIZONTAL 12 x 5

- 120 x 201 mm
- WEB SOURCE**
- ..... 15 x 79 mm



### 27x2

- 270 x 79 mm
- 12x2**
- ..... 120 x 79 mm
- STRIP**
- 296 x 10 mm



### PAGE

- 270 x 201 mm

All measurements are height x width

## How to supply

Please e-mail files (no larger than 6MB) to your copy contact below.

We can also accept artwork or elements on CD, posted well in advance to the address below.

Your contact for copy is **Eleanor Parkman**

T: 020 8433 3231

E: [eleanor.parkman@bbc.com](mailto:eleanor.parkman@bbc.com)

F: 020 8433 3002

Ad Services, BBC Worldwide, Media Centre, 2N Garden House, 201 Wood Lane, London W12 7TQ

# Supplying complete copy **Gardeners' World** magazine

## How to supply complete copy

We can only accept complete copy that is supplied as a print-ready version 1.3 PDF.

Make sure that your file is supplied at the correct size for your booking (see p1), including bleed if necessary, and that all images are 300dpi and CMYK (not RGB). All transparency must be flattened at high resolution and there must be no spot colours. All fonts must be embedded or outlined and no True type fonts should be used.

We cannot accept Word, Powerpoint, Publisher, Corel Draw, Quark or InDesign as complete copy. If you are intending to supply your advert in any of these formats, please first discuss it with your copy contact.

If the complete artwork supplied does not match our specifications, we reserve the right to manipulate or reset the advert to fit the correct specification.

All PDF files, disks and proofs should be supplied with a copy instructions detailing which magazine the ad is booked into, date of insertion and supplier contact details.

*See [http://www.bbcmagazinesadvertising.com/Magazines/Gardeners'\\_World.html](http://www.bbcmagazinesadvertising.com/Magazines/Gardeners'_World.html) and click on Downloads for more detailed technical information.*

*Please do supply to us in advance of the copy deadline to be sure that there is time to resupply if necessary.*

*If you have any queries, please do give me a ring, see my contact details below.*

*Use the checklist below to make sure that your complete copy advert matches our specifications.*

## Checklist

- \* The advert is a PDF Version 1.3
- \* Dimensions are correct (see p1)
- \* 3mm bleed on each side if ad is set to a trim size
- \* All images are CMYK
- \* All images are 300dpi
- \* All fonts are embedded or outlined
- \* Minimum 7pt for standard fonts
- \* Any transparency is flattened at high resolution

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BBC

# Our setting service

## What we do

Our team can set an advert for you, with your input, from elements that you supply. With many years' experience, we are well placed to help you achieve what you want from your booking.

## What to think about

*Do you have a specific idea in mind?*

*Do you want to promote services or a specific product, highlight a special offer, or a combination of these?*

Send the text that you want to appear in the advert as an e-mail or a Word file. Think about what text to include – the language must be appealing to the reader.

Bear in mind that a cluttered advert is not easy to read – work on a rule of less is more. Do keep your content appropriate to the size you have booked. If you realise that you need more space, our Sales team are happy to help. Any images and logos to be included must be provided at high resolution (300 dpi). Please outline how you would like the advert to appear.

*Does your company have an established identity and website to reflect in your advertisement?*

*Do you have company branding? If you can give us the CMYK breakdown we can match your colours.*

*Which adverts have caught your eye in the magazine previously?*

## What to Supply

- \* All images to be included at high resolution (300 dpi at final size and CMYK)
- \* Any logos (300 dpi and CMYK)
- \* All text
- \* All contact details required for the advert
- \* Any colour requests
- \* Any font requests

*Please read the terms and conditions on pt4. If you have any queries, please do give me a ring, see my contact details below.*



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# Terms and Conditions

A full copy of our Ts&Cs can be accessed at:  
<http://www.bbcmagazinesadvertising.com/Advertising-terms.html>

## **Publisher's Procedures**

BBC Worldwide does not accept responsibility for deficiencies in reproduction resulting from the use of supplied material, which does not conform to specification.

## **Terms and Conditions**

### **2. Acceptance of the Advertisement and Booking Orders**

Advertisements are accepted subject to the following conditions:

2.1.1 illustrations and other material provided by the Advertiser being in accordance with the standards and guidelines of BBCM and the BBC;

2.1.2 illustrations and other material provided by the Advertiser being in accordance with standards and guidelines of the BBCM publishing and advertising directors;

2.1.3 space being available in the publication; and

2.1.4 subject to the status of the Advertiser itself.

2.2 Advertisements must not contain any reference to BBCM, the BBC or any of their associated companies, products, brands or logos which is, in the sole opinion of BBCM, likely to imply that BBCM or the BBC are sponsoring, endorsing or in any way connected with the Advertiser or the proprietors of other material contained in the advertisement.

2.3 BBCM reserves the right to refuse advertisements that in the sole opinion of BBCM are similar in any way to the editorial style of any BBCM produced or BBCM licensed publication.

2.4 BBCM has at its absolute discretion the right to omit, suspend or change the position of any advertisement accepted for insertion and the right to make any alteration it considers necessary or desirable in an advertisement, including repeating the most appropriate copy if necessary, or to require copy to be amended to meet its approval.

2.5 Any bookings made verbally by the Advertiser shall be conditional upon and subject to acceptance by the BBCM pursuant to the conditions set out in this Agreement.

### **3 Content of Advertisements and Advertiser's Warranties**

3.2 The Advertiser warrants that the placing of an Order for the insertion of an advertisement in any BBCM publication will:

3.2.1 comply with the Trade Description act 1968 and 1972 (including any statutory re-enactment or modification thereof), The Financial Services Act 1986 and any other relevant legislation;

3.2.2 not contain any material that shall infringe any copyright, right of trademark, right of privacy, right of publicity or personality or any other right of any other nature of any person, or be obscene or libellous or blasphemous or defamatory, and that the advertisements do not incorporate any third party source material, or otherwise legally actionable under any civil or criminal laws in force in any legal jurisdiction or which might bring BBCM or the BBC into disrepute;

3.2.3 be legal, decent honest and truthful so as to comply with the British Code of Advertising practice (for the time being in force) consumer protection legislation and other codes under the general supervision of the Advertising Standards Authority;

3.2.5 comply with the relevant parts of the then current BBC Commercial Policy Guidelines which are available on request.

3.3 Where BBCM provides a reader reply service for the benefit of its readers, it shall not be under any obligation to pass such enquiries onto the Advertiser.

3.4 Where the Advertiser participates in BBCM's reader reply brochure service, BBCM shall not be responsible for any costs incurred by the Advertiser as a result of increased demand for its publicity materials, and accepts no liability for postal delays, loss of or damage to address labels in transit.

3.5 Where the advertiser participates in BBCM's Reader Reply Brochure Service (magazine or online), BBCM shall from time to time at its discretion, pass on to the Advertiser personal data obtained from that service. The Advertiser undertakes that it will comply with all relevant data protection legislation, including but not limited to the Data Protection Act 1998 when dealing with any such personal data, and will observe any restrictions regarding such personal data passed on to the Advertiser by BBCM.

### **4 Payments**

4.8 Where the Advertiser has undertaken to supply material for the advertisement/insert and such material has been accepted by BBCM, we reserve the right to charge the full rate agreed for the advertisement/insert if such material fails to arrive at the agreed time, place or in suitable condition for insertion and in the case of advertisements to repeat the

most appropriate copy. Copy must be supplied without application from BBCM.

4.9 BBCM reserves the right to request mail order advertisers to complete an "Advertisers undertaking" which is available on request from BBCM. Further, BBCM have the right to request a credit search on the Advertiser (this will be a search on the Advertiser's business whether the business be a company, sole trader or partnership) in order to determine whether to continue with the Advertiser's Order.

4.10 Charges will be made to the Advertiser where the printers are involved in extra production work owing to acts or defaults of the Advertiser.

### **5. Liability and Indemnity**

5.1 BBCM will not be liable for any loss or damage direct or consequential, occasioned by error in the insertion of or omission to insert any advertisement, or for late or early publication of an advertisement, and/or the magazine or failure to perform any other obligation whether occasioned by negligence, or otherwise save in cases occasioned by the direct negligent act of BBCM in which case compensation may be negotiated up to a maximum of the cost of the space booked and paid by the Advertiser.

5.2 The Advertiser shall indemnify BBCM against any claim, cost, loss, damage, and/or expense that BBCM may incur as a direct or indirect consequence of BBCM publishing the advertisement in accordance with the copy instructions supplied by the Advertiser. In any case where a claim is made against BBCM and where an Advertiser may ultimately be liable under the terms hereof, notice in writing shall be given to the Advertiser in order that consultation shall take place before any expense is incurred or the claim settled, defended or otherwise disposed of to the Advertiser's detriment.

5.3 BBCM will not be liable for any damage or loss of any material supplied for the purposes of an advertisement caused by negligence or otherwise.

5.4 BBCM will not be liable for any loss or damage direct or consequential, occasioned by error in the positioning of or omission to publish any Advertisement or for late publication of an Advertisement or failure to perform any other obligation whether occasioned by negligence or otherwise.

5.5 BBCM will not accept any responsibility for loss of circulation or ineffectiveness of any advertisement owing to circumstances beyond its direct control.

5.6 Any matter of complaint arising out of the

publication of an advertisement must be raised in writing with BBCM

### **6. Cancellation**

6.1 All cancellations of Orders must be in writing in accordance with clause 8.5 below. BBCM will not be bound by notice of stop orders, cancellations or transfers of advertisements received less than eight weeks for Radio Times or other weekly publications or twelve weeks for BBC monthly publications before the date of insertion.

6.2 If an Advertiser cancels the balance of a contract (except in the circumstances set out in clause 4.7) they relinquish any right to any series discount to which they were previously entitled and those advertisements received less than eight weeks before the date of insertion.

**Please note these conditions form part of your contract with us and should be read together with our Terms and Conditions of Acceptance, which can be viewed at <http://www.bbcmagazinesadvertising.com/Advertising-terms.html>**