



Advertising rates Spring 2012

0131 556 2220

advertisers@aurora-mag.com

### → Meet the magazine

aurora is a compact title produced quarterly by CMYK Design for Highlands and Islands Airports Ltd (HIAL)

HIAL operate 11 airports in Scotland with nearly 1.2 million passengers passing through their departure lounges between April 2010 and March 2011. Numbers in July 2011 were nearly 6 per cent up on a year before, helped by an extra Inverness-Gatwick flight. They are climbing further with the introduction of daily flights between Inverness and Amsterdam. Our exclusive distribution arrangement with HIAL offers an exciting opportunity for advertisers seeking to reach business and leisure travellers

**HIAL airports:** Barra, Benbecula, Campbeltown, Dundee, Inverness, Islay, Kirkwall, Stornoway, Sumburgh, Tiree and Wick

**Destinations served by scheduled flights from HIAL airports include:** Aberdeen, Amsterdam, Belfast, Bergen, Birmingham, Bristol, Coll, Colonsay, Edinburgh, Glasgow, Jersey, London, Manchester, Oban, Southampton

**Charter destinations include:** Croatia, Cyprus, Italy, Mallorca, Portugal, Spain, Switzerland



### → It takes all sorts

We offer a range of advertising spaces within the magazine so, whether you're looking to grab the maximum exposure for your business or just dip your toe in the advertising waters, we can help. For exact dimensions, please refer to our artworking guide.



**FULL PAGE £1100+VAT**

Available throughout. Call for premium position rates



**HALF PAGE £650+VAT**

Available throughout



**QUARTER PAGE £360+VAT**

Available throughout



**SPONSOR STRIP £325+VAT**

Available on all our regular features. Right-hand position.



**DOUBLE FOOTER £590+VAT**

Available in our Essentials section



**SINGLE FOOTER £295+VAT**

Available in our Essentials section



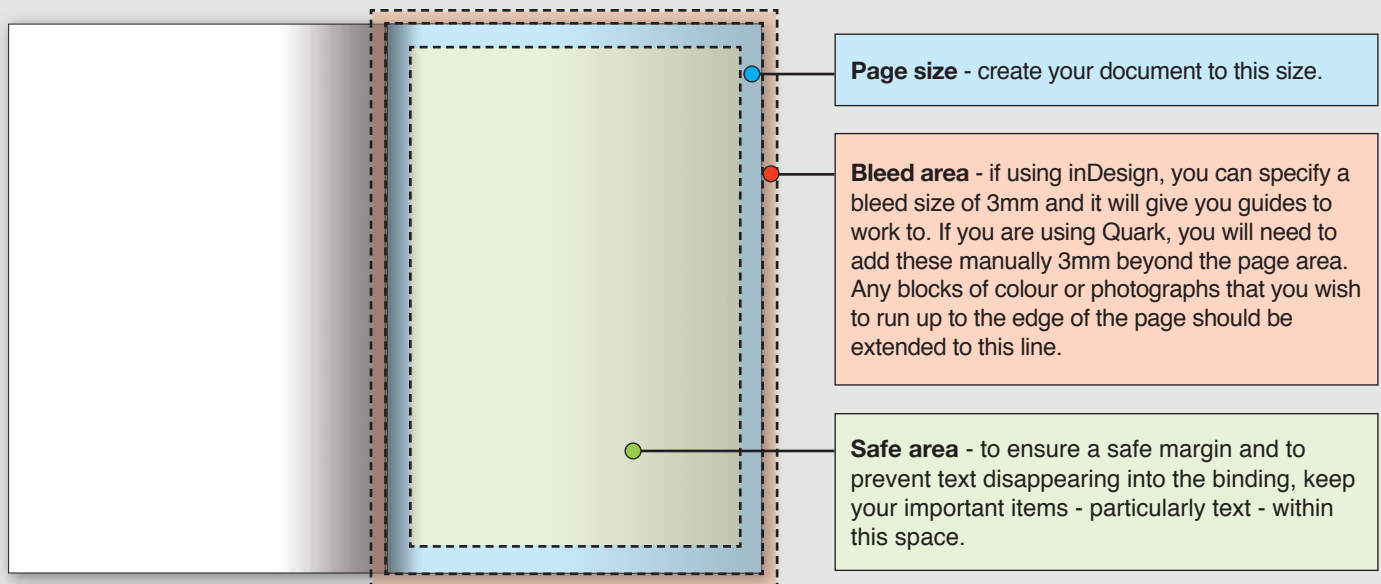
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## → Creating your document - Full and double page adverts with bleed

If your artwork is to run all the way to the edges of the page, you must include bleed space beyond the actual size of the advert. This allows for any variation in the trimming of the pages (a fact of life in printing) so that you won't get any unwanted white edges. If your advert does not run to the page edges, you don't need to worry about this.



## → Those sizes:

### Double page spread with bleed:

**Page size:** 336mm W 245mm H

**Safe area:** 322mm W 230mm H

(remembering a 12mm space either side of the centre of the spread when placing text)

### Full page with bleed:

**Page size:** 168mm W 245mm H

**Safe area:** 149mm W 230mm H

### Double page spread with border:

**Page size:** 322mm W 230mm H

(remembering a 12mm space either side of the centre of the spread when placing text)

### Full page with border:

**Page size:** 149mm W 230mm H

### Half page:

**Page size:** 149mm W 112mm H

### Quarter:

**Page size:** 71.5mm W 112mm H

### Sponsor strip:

**Page size:** 46mm W 230mm H

### Footers:

**Double:** 322mm W 25mm H

(remembering a 12mm space either side of the centre of the spread when placing text)

**Single:** 149mm W 25mm H

## → Template files:

InDesign and QuarkXpress template files are available on request. For contact details, see below.

## → Preparing your art for print:

Your final design should be supplied in PDF form. Both Quark and InDesign allow for direct export of PDFs.

All artwork should be created in four colour CMYK mode - no RGB or Pantone colours should be included as these elements will not print correctly and in some cases may not print at all.

Any photographs you use should be at 300dpi and again in CMYK colour mode. Once added to your layout, do not scale them above 100% in size.

When creating your PDF, please use the **PDF/X-1a: 2001** standard settings which should be included with your page layout software.

## → Questions?

For further information please contact us at:

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