



The Parents Directories

Tel: 0845 30 30 306 • Fax: 01243 784557
 Needwood, West Lavant, Chichester, PO18 9AH
 Email: info@parentsdirectories.com
 Website: www.parentsdirectories.com

BOOKING FORM

If you book and pay for your advert BEFORE the copy dates, we will offer a FREE WEBLINK on our website Directory

Contact Name:

Company Name:

Tel No:..... Mobile No:

Address:.....

Post Code: Fax No:.....

Email:

Invoice and Correspondence address if different from above:

Post Code: Tel No:

COPY DATES

South West: September 14th 2007 Central: October 5th 2007 North West: October 19th 2007

TYPE OF ADVERT	Winter 2007/8	Summer* 2008	Winter* 2008/9
2 Line Listing - £22+vat			
6 Line Listing - £65+vat			
Extra Line - £11+vat each			
Quarter Page Mono - £150+vat			
Quarter Page Colour - £185+vat			
Half Page Mono - £270+vat			
Half Page Colour - £333+vat			
Full Page Mono - £495+vat			
Full Page Colour - £620+vat			
Referral Note - £12.50+vat			
Artwork alterations - £25+vat			
Artwork New - £50+vat			
WebLink* - £20+vat			
Weblink plus logo* - £35+vat			
Website Banner (small)* - £60+vat			
Website Banner (large)* - £130+vat			

PLEASE INDICATE WHERE YOU WOULD LIKE TO ADVERTISE

South West
pd.sw@mac.com

Central
pd.central@mac.com

North West
pd.nw@mac.com

Website
info@parentsdirectories.com

IF YOU ARE ABLE TO DISTRIBUTE DIRECTORIES, PLEASE INDICATE QUANTITY REQUIRED

Full Boxes (approx 100 copies)

Half Boxes (approx 50 copies)

Other

*Website only available in conjunction with Directory advertising

*Please refer to our rate card for multiple discounts

It is important that you read the following instructions and tick the relevant box:-

- 1. Please use the artwork/lineage supplied for the last issue of The Directory. No amendments are necessary.
- 2. I enclose either a 2-line or 6-line listing typed and attached to the booking form.
- 3. I enclose a disc with digital artwork in one of the following formats: **QUARKXPRESS** (with graphics and fonts included); **INDESIGN** (with graphics included and fonts changed to outlines); **EPS** (with graphics embedded and all text changed to outlines); **TIFF** or **JPEG** (saved at the correct size and at a resolution of at least 300dpi); **PDF** (with all fonts embedded, and saved in 'press format', ie at high resolution), **AND** I have enclosed a print-out of how it should look.
- 4. I have emailed my artwork as an attachment in one of the following formats: **QUARKXPRESS** (with graphics and fonts included); **INDESIGN** (with graphics included and fonts changed to outlines); **EPS** (with graphics embedded and all text changed to outlines); **TIFF** or **JPEG** (saved at the correct size and at a resolution of at least 300dpi); **PDF** (with all fonts embedded, and saved in 'press format', ie at high resolution), **AND** I have faxed a print-out of how it should look to: 0870 052 9513. E-mail addresses as follows: South West London: pd.sw@mac.com, North West London: pd.nw@mac.com, Central London: pd.central@mac.com. **All emails must be accompanied by a covering note identifying the advertiser and the directory in which the advert is to appear.**
- 5. I enclose a proof of my advertisement which requires amendment. I have marked up a copy of my advertisement which clearly shows the alterations required. There is a standard charge of £25 for all amendments. The advertiser will be asked to approve the advertisement by email before printing, which **must** be received **before** the copy date.
- 6. I enclose the content of my advertisement (and any graphics required) and would like you to produce the artwork at a standard charge of £40. The advertiser will be asked to approve the advertisement by email before printing, which **must** be received **before** the copy date.
- 7. I have emailed a **GIF** or **JPEG** of my logo or banner for the website to info@parentsdirectories.com. Please indicate on your email that you are sending a weblink logo or a banner advert.

NOTE: Please supply a contact telephone number and name of the person responsible for approving your proof. If you have any questions about the suitability of your digital artwork, please fax or email as above.

ALL ADVERTISERS: Please indicate which section/s you would like your advert to appear in:

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FOR ALL DISPLAY ADVERTS AND WEBLINKS: Please indicate clearly how you would like the following information to appear in the Directory or on the Website:

Company Name:.....

Telephone Number/s:

Website (where appropriate):

And clearly write 12 words about your company/service:

.....

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Please return: Booking Form Artwork and/or Lineage Cheque (inc. vat) payable to: The Parents Directories
to: The Parents Directories, Needwood, West Lavant, Chichester, PO18 9AH

Your Signature:..... Name:..... Date:.....

If you have any queries regarding your advertising requirements please call 0845 30 30 306
or email info@parentsdirectories.com

PDP ADMIN ONLY: INFO TO FFSL INFO TO PM ADVERT APPROVED