TAXI

LTDA

RATE CARD 2021

COSTS

DISPLAY COST PER AD FOR ONE INSERTION

DPS	£3,900
Full Page	£2,300
Half Page Landscape	£1,375
Half Page Portrait	£1,435
Quarter Page	£900
Eighth Page	£395

SPECIAL POSITIONS COST PER AD FOR ONE INSERTION

Inside Back Cover	£2.435
Outside Back Cover	£2.700

CLASSIFIED COST PER AD FOR ONE INSERTION

Four Box Strip	£430
Three Box	£350
Two Box	£285
One Box	£190

LINAGE COST PER AD FOR ONE INSERTION

Up to 15 words	£35
Up to 25 words	£45
Up to 35 words	£55

All priced are subject to VAT.
For bespoke advertising or sponsorship opportunities, please contact Century One Publishing for more details.
Please refer to our terms and conditions.

TECHNICAL SPECIFICATION - DISPLAY

DPS width and height (mm)
Trim size 472 x 288
(no bleed required) Please don't place text in the 10mm either side of the vertical centre to allow for the gutter

OBC Full page width and height (mm)
Trim size 226 x 314
(no bleed required)

Full Page width and height (mm)
Trim size 226 x 288
(no bleed required)

Half Page width and height (mm)
Trim size 226 x 141
Landscape (no bleed required)

Half Page width and height (mm)
Trim size 111 x 288
Portrait (no bleed required)

Quarter Page width and height (mm)
Trim size 111 x 141
Portrait (no bleed required)

Eighth Page width and height (mm)
Trim size 111 x 68
Landscape (no bleed required)

TECHNICAL SPECIFICATION - CLASSIFIED

Four box strip width and height (mm)
Trim size 226 x 55
Landscape (no bleed required)

Three box width and height (mm)
Trim size 169 x 55
Landscape (no bleed required)

Two box width and height (mm)
Trim size 112 x 55
Landscape (no bleed required)

One box width and height (mm)
Trim size 55 x 55
Landscape (no bleed required)

NEED ARTWORK? Contact us to book our design service

For all artwork with a white background and no bleed please add a keyline/frame around all edges of your advertisement.

High res, press ready artwork should be supplied in digital format to copy@centuryonepublishing.uk. PDF, JPG or TIFF files accepted. Please note that Microsoft Word and Publisher files are not accepted. All artwork should be CMYK colour (not RGB), 300 dots per inch (dpi), ensuring all fonts and images are embedded. We regret we are unable to accept responsibility for the outcome of digitally supplied material unless accompanied by an exact colour proof.

CENTURYONE
Integrated Content Solutions

TAXI is the membership magazine for the Licensed Taxi Drivers' Association (LTDA). It is circulated to 12,500 taxi drivers in London every fortnight. The LTDA is the definitive voice of and for London cab drivers and is responsible for ensuring best practise in the trade, making sure its members' voices are heard and serving members with the back up and support they need.

12.5k circulation

TAXI is an unrivalled publication which provides invaluable industry news, engaging and relevant editorial features and business advice for all its readers.
The magazine is distinct in both format and style, ensuring that it remains the first choice for all those working in the industry.
TAXI is circulated at various prominent distribution points around the city.
Advertisers can be certain their message is being delivered to the heart of the industry, as well as benefiting from a reach which cannot be achieved in any other publication.

Contact us

Advertising Sales
Jack Green
Jack@centuryonepublishing.uk
01727 739 196

Artwork Studio
Caitlyn Hobbs
copy@centuryonepublishing.uk
01727 739 189

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DATES FOR YOUR DIARY

Issue	DISPLAY BOOKING DEADLINE	CLASSIFIED BOOKING DEADLINE	DISPLAY ARTWORK DEADLINE	PUBLISHING DATE
484	08 January	12 January	12 January	19 January
485	29 January	02 February	02 February	09 February
486	12 February	16 February	16 February	23 February
487	26 February	02 March	02 March	09 March
488	12 March	16 March	16 March	23 March
489	26 March	30 March	30 March	06 April
490	09 April	13 April	13 April	20 April
491	23 April	27 April	27 April	04 May
492	07 May	11 May	11 May	18 May
493	21 May	25 May	25 May	01 June
494	04 June	08 June	08 June	15 June
495	18 June	22 June	22 June	29 June
496	02 July	06 July	06 July	13 July
497	16 July	20 July	20 July	27 July
498	30 July	03 August	03 August	10 August
599	13 August	17 August	17 August	24 August
500	27 August	31 August	31 August	07 September
501	10 September	14 September	14 September	21 September
502	24 September	28 September	28 September	05 October
503	08 October	12 October	12 October	19 October
504	22 October	26 October	26 October	02 November
505	05 November	09 November	09 November	16 November
506	19 November	23 November	23 November	30 November
507	03 December	07 December	07 December	14 December

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Artwork creation

RATE CARD 2020

NEW DESIGN	DESIGN COST	INC I.P. RIGHTS
DPS	£360	£470
Full Page	£250	£360
Half Page	£140	£220
Quarter Page	£100	£155
Eighth Page	FREE	INCLUDED

FOR ARTWORK Contact our inhouse artwork team

UPDATING EXISTING ARTWORK	COST PER AD
Amending artwork	£20
Small text amends	£20
Extra amends/proof (per round)	£20
Creating PDF from your files	£20

} Applies to both artwork created by us originally and artwork supplied by yourself

Please note that if your ad is booked under an SCC rate and you require artwork creation we will ROUND UP to the nearest suitable size. If your artwork is larger than a standard eighth page you will be charged at the quater page rate. A single round of amends is included in the artwork price.

All prices quoted are subject to VAT. Please refer to our terms and conditions.

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STEP ONE
Decide your ad size and whether you need artwork produced. Tell your sales rep and complete the booking form.

STEP TWO
Once all is booked in, our design studio will contact you to discuss the look of your ad and obtain your branding guidelines and your ideas for the design and what you want it to communicate.

STEP THREE
Send the designer your copy and images, high res logos, colour references and branding guidelines if applicable, along with any other information that you would like on the ad.

STEP FOUR
The designer will email over an artwork approval form (this is your proof). Mark up any amends or call to discuss. Or if it looks good sign and return the form.

STEP FIVE
A second proof will be issued for sign off. Fill in the form at the bottom and return to the designer. Additional amends/proofs may incur additional charges. If you have purchased the intellectual property rights (where applicable) we will send you the press ready pdf and all design files.

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