

We believe that Coracle can be an effective and dynamic way for you to advertise. Coracle not only reaches over 3,300 committed Members, Associates and Friends of the Iona Community, but is also available in churches, libraries and at national and international events.

Coracle articles focus on issues at the heart of the Iona Community: prayer and politics, youth concerns, theology, the social gospel, new worship material, environmental ethics ... Each Coracle also carries news from the Iona Community centres on Iona and Mull, thus appealing to the thousands of staff, guests, pilgrims and tourists who visit our centres and these islands annually.

Coracle is published 6 times each year – in February, April, June, August, October and December. The copy date for advertisements is usually the 1st of the month before publication (e.g. 1st May for the June issue). (Adverts can be supplied two weeks after this date, on negotiation.)

Don't let money be an issue!

While our rates offer what we think is good 'value for money', we hope that they will not put anyone off contacting us about advertising. Here are some options:

- If your ability to pay depends on the event or publication you are advertising, we can agree that you can pay retrospectively, e.g. three months after the event/publication.
- Part or whole payment for an advert could be made in the form of you agreeing to distribute a certain number of copies of Coracle at your event/book launch.
- We can offer a discount on unsold advertising space after our deadline.
- If your advert is not time-bound then it could be fitted in at our discretion, at a discounted rate.
- We can agree an exchange advert: we will place your ad, if you will place an ad, equivalent in size, for Coracle in your publication.

Payment

Invoices, along with one copy of the magazine, will be despatched shortly after publication.

Contact

Please send all ads and address all queries to Lorna Rae Sutton, Coracle Assistant, The Coracle, 140 Sauchiehall Street, 4th Floor, Savoy House, Glasgow G2 3DH lorna@ionabooks.com/ 0141-332-6292.

Standard Discounts

A **10%** discount applies when:

- a series of three or more adverts is placed.
- an agency in which Members, Associates or Friends of the Iona Community have a direct involvement (e.g. on the staff, office bearer) wishes to advertise.
- an organisation to whom the Iona Community is affiliated wishes to advertise.
- a writer/photographer whose work has appeared in Coracle at no charge wishes to place an advert.

A **20%** discount applies if you/your centre/ community/outlet agrees to display copies of Coracle on our behalf on an ongoing basis. Contact the Coracle Assistant for more details.

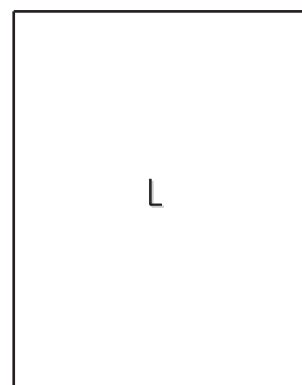
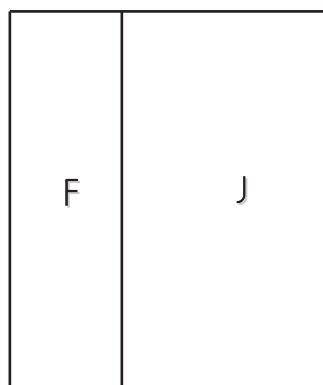
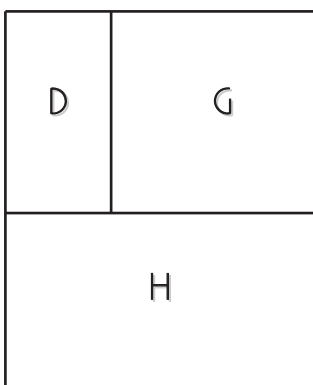
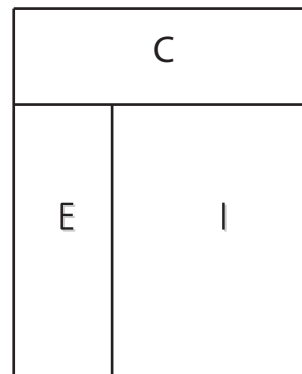
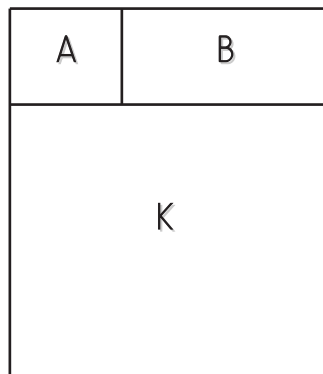
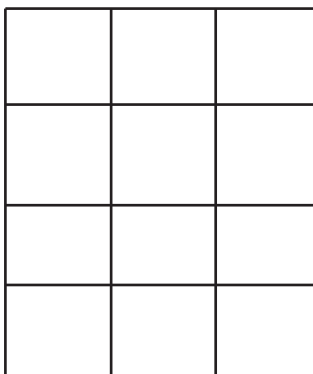
Advertising in Coracle

the magazine of the Iona Community

Coracle Advertising: size, format and prices

All adverts in Coracle are placed into a 12-unit grid. Size options and prices are indicated below. The drawings give an indication of how the grid is compiled. The diagrams are not to scale. This grid is designed to be flexible, meaning that ads may be positioned in a variety of combinations, not all of which are shown below. Please request a past copy of Coracle if you would like to see the actual size/layout of the adverts.

Advert	Width (mm)	Height (mm)	Cost
A	52	63	£55
B	106	63	£80
C	160	63	£110
D	52	129.5	£80
E	52	196	£110
F	52	262.5	£140
G	106	129.5	£140
H	160	129.5	£165
I	106	196	£165
J	106	262.5	£220
K	160	196	£250
L	160	262.5	£330



Classified: Classified adverts (maximum of 60 words) can also be submitted @ 50p per word.
Inserts: From £55 per thousand (3,300 copies reach all UK and international addresses)

Formatting and Supplying Adverts:

- Adverts are printed in black and white.
- Adverts are to be set up to the size specification above.
- No lined border will feature around the advert.
- Please ensure a contact name and telephone number accompanies any adverts submitted. Thanks.
- We will always try to give you the size and format you request for your advert. If, however, we are unable to do this we will contact you with an alternative offer.
- Fonts are not automatically carried with text files. If you would like a specific font to appear in your ad, the advert must be saved as a tif/jpeg/pdf OR the fonts must be converted to paths before being saved as an eps file.
- Formats: any tif, eps or jpeg image should be 100% the printing size, and 300 dpi. Pdf files can also be supplied, but they will be converted to tif files in Photoshop before being inserted into the magazine.

Adverts can be submitted in one of the following formats
(please note quality distinctions: *poorest quality *****best/excellent quality).

1. Advert supplied electronically as an eps (a graphics programme is required). Ensure all text is converted to paths. This is the very best way to supply an ad to us. If at all possible, please send in this format!

***** quality (no textual changes can be made to the advert once it has been submitted)

2. Advert supplied electronically as a tif: 300dpi resolution (a graphics programme is required)

**** quality (no textual changes can be made to the advert once it has been submitted)

3. Supplied as a jpeg or pdf file: no changes can be made once submitted. Please ensure high resolution is used (300dpi) otherwise quality will not be good.

***** quality (depending on resolution supplied)

4. Supplied as a 'hard copy' printout (i.e. by mail). This paper will be scanned and placed into the document.

* quality (no amendments can be made to the advert once it has been submitted)

5. Supplied as electronic text in Word document or in an email. Your advert will be reformatted by the Coracle team. Some graphic alterations may thus need to be applied. As the advert is being reformatted, the client will be faxed a proof before Coracle is printed. Any logos or images to be included should be supplied electronically (as 300 dpi tifs or jpegs) or as hard copy for scanning. The quality of the image when scanned will depend on the quality of the image provided.

***** quality (but: dependant on image quality, also text errors can occur)

Please note: Coracle cannot be held responsible for poor quality reproductions of advertising if poor quality material is supplied, nor for factual errors supplied in the original material submitted. It's a good idea to send a printout of your ad to the editor along with your electronic files. Please contact the Coracle Assistant should you have any queries.

Classified adverts should be supplied in a word document, email or fax.

Inserts should be sent, after negotiation with the Coracle Assistant, to;

**Advanced Mailing Solutions, 21 Langlands Avenue, Kelvinside Business Park,
East Kilbride, G75 0YJ**

Fao Nicola Roome t: 01355 522839 clearly marked 'For Coracle/Iona Community Mailing month/year'