

For People Development and People Regulation Personnel  
within Financial Services

**T-C NEWS**

COMPETENCE • EXPERTISE • PROFESSIONALISM

# Marketing Guide

A comprehensive solution for marketing to people  
development and people regulation professionals

(incorporates Advert Specifications)

T-C News

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## The Individual Marketing Components

### How we create the complete marketing solution

We offer opportunities to both writers and non writers. Those who choose to write for us will be offered substantial discounts via our Writers' Discount scheme. Our approach is to provide you with a range of tools combined with an active management approach that creates the opportunity for you to promote your expertise, company, product, service or events to our readership and database. The drip-fed approach provides a regular reminder to our readership/database about the expertise and opportunities that are on hand. This in turn raises your brand awareness and improves lead generation results.

Those who choose to use our marketing tools will receive a statement each month that summarises the tools that have been used and how many changes/unused elements remain. This supports our approach that encourages an active management philosophy. Existing advertisers are contacted at the start of each quarter inviting articles to be written with a selection of subject matters to choose from. If you are under the writers' discount scheme you will be expected to submit at least 2 articles during a 12 month period for inclusion in our magazine. You do not have to submit an article each quarter.

Magazine articles that are approved through the editorial process are included in both hard and electronic versions of the magazine. Other articles can be submitted at any time for inclusion in our blog. Any articles submitted do not qualify as counting articles under the writers' discount scheme.

We are happy to provide a copy of any article that you write for T-CNews in PDF format should you wish to either upload this to your own web site or send a copy to your own client base to stimulate discussions with them leading to possible new business opportunities.

T-CNews also operates a **T&C Group** on **Linked in**. Our editor can be followed on **Twitter**. You are welcome to submit discussions or contribute to existing ones. This provides a further route to demonstrate your expertise. As well as opportunities for writing for us we offer access to a range of marketing tools. These are described overleaf. The tools can be used in any combination to create a flexible package that suits your specific needs.

By combining the hard copy, electronic copy and blog versions of the quarterly magazine and publishing material within T-CViews we can offer a comprehensive media platform to market your company products or services to individuals within the people development and people regulation area of financial services. We actively promote both our magazine and web site through our database, blog and linked in group. Our email database provides extensive access to appropriate decision makers and budget controllers within the sector who are responsible for the competence of personnel.

## Magazine Adverts

### Magazine Advert in T-C News

In the hard copy of the magazine and PDF version adverts can be one eighth, one quarter, one half (vertical or horizontal) or full page. Adverts can be placed for single or multiple editions and will be included in both hard and PDF versions of the magazine. If you advertise in the hard copy and PDF versions of the magazine you will also be entitled to make use of adverts in the blog version. Adverts that appear in the blog version of the magazine must follow the fixed specification of an ad block. Discounts apply for multiple edition placements. Adverts can be changed each quarter. **Substantial discounts are available if you participate in our writers' discount scheme.** The magazine is published in January, April, July and October. Our **Advert Specifications** are detailed at the end of this document. It covers technical details of advert sizes and acceptable formats.

## Ad Blocks

The right hand column of the web blog version is open for advertisers. There are three different levels at which an Ad Block can appear - Home, Sector and Individual Article. Each advertiser in the hard copy of the magazine is entitled to use Ad Blocks - The bigger the advert in the more Ad Blocks are available. Advertisers can purchase additional Ad Blocks or choose to advertise in the blog version only.

## Video Clips

T-CViews is a section within the web site where subscribers can view short videos to help develop their understanding of key topics. Each Video added is supported by detailed objectives and outcomes and some multi-choice questions to check understanding. Advertisers entitled to AdBlocks can exchange these for Video Clips within T-CViews. Videos are normally a maximum length of 30 minutes. Video Clips can be secured as individual items or additions to existing packages.

## Supplier Directory Listing

List details about your company in our directory. You are able to include details about your company and the services you provide. We are happy to include your company logo alongside your listing. Listings are provided free of charge to magazine advertisers who commit to a 12 month package.

## Events Calendar Listing

Tell people about open courses and workshops that you run. You are able to include details of your event, who should attend and what the objectives are as well as how to find out more details/book a place. Entries are provided free of charge to magazine advertisers who commit to a 12 month package. There is also a facility to promote a one off event within the calendar.

## Learning Solution Listing

Entries are specifically to help you promote any products or ebased solutions you offer. Each entry provide details about your solution and how to find out more details and buy.

## Monthly CPD Notification

At the beginning of each month we issue an alert to our database providing high level details of events running in one months time as well as other products and solutions available.

## T-CNews Rate Card

### MAGAZINE ADVERTS

Size	1 Edition	2 Editions	3 Editions	4 Editions
1/8th	136	204	272	340
1/4	270	405	540	675
1/2	540	810	1080	1350
Full Page	1080	1620	2160	2700
Cover Page	1280	1920	2560	3200

Please see our Advert Specification for size and format of accepted adverts

All magazine advertisers who commit to a 12 month contract are entitled to 12 months free access to the Suppliers Directory, Events Calendar and Learning Solution Tab

### AD BLOCKS- Individual Level and VIDEO CLIPS

Number	1 Edition	2 Editions	3 Editions	4 Editions
1	102	153	204	255
2	203	304	405	506
3	405	608	810	1013
4	810	1215	1620	2400

Advertisers who advertise in the hard copy and PDF versions of the magazine will receive the following Ad Block/Video Clip allowances as part of their package

1/8th, 1/4 and 1/2 page advertisers will receive 1 Ad Block at article level or 1 Video Clip in T-CViews

Full page and cover advertisers will receive 2 Ad Blocks at article level or exchange for Video Clips

1/2, full page and cover advertisers will receive 1 Ad Block at Sector Level

Cover page advertisers will receive 1 Ad Block at Home level

### AD BLOCKS - Sector and Home Level

Type/Number	1	2	3	4
Sector	540	810	1080	1350
Home	1080	1620	2160	3200

Sector advertisers will be entitled to 2 Ad Blocks at Individual Level.

Home advertisers will be entitled to 1 Sector Ad Block and 4 Ad Blocks at Individual Level

When you commit to a 12 month contract and agree to supply 2 articles during this 12 month period we will reduce the prices by 40% and give you free access to the suppliers' directory, events calendar and learning solution listings

**40% DISCOUNT**

## **SUPPLIERS DIRECTORY, EVENTS CALENDAR & LEARNING SOLUTIONS(12MONTHS)**

	<b>Non Writer</b>
<b>Suppliers Directory</b>	95
<b>Events Calendar</b>	150
<b>Learning Solutions</b>	150
<b>ONE OFF ENTRY in events or learning solutions</b>	25

Please see our Advert Specification for size and format of accepted adverts

**All the above prices are in £sterling and are subject to VAT at the current rate  
Contracts for 6 months or more can be paid by instalments by arrangement.**



### **Artwork specifications**

Please supply finished artwork to the sizes detailed.

With the exception of full-bleed full-page material, please supply with no trim or bleed marks. Please do not include key-lines unless integral to the design.

Ideally material should be supplied PDF format. Please output using either the High-Quality Print or Press-Quality pre-sets.

CMYK colours only – if spot colours are included within the material for house-style purposes, these will be converted to CMYK during production.

Please embed/subset all fonts, or if this not possible owing to licensing constraints, convert all type-matter to outlines prior to output.

Other acceptable formats are JPG, PNG, TIF, Photoshop PSD, Illustrator AI.

For these formats please ensure that any images are at a minimum of 240dpi. Best case is for images to be 300dpi.

We regret that we are unable to process material supplied in native publishing applications such as Quark Express, Apple Pages, iStudio Publisher, Microsoft Publisher, Corel Draw

### **Advertisement sizes**

#### **Full page, full bleed**

210mm x 297mm print area.

Allow 3mm bleed on all sides. Bleed area 261mm x 303mm

#### **Full-page**

176mm x 262mm

#### **Half-page portrait**

85mm x 262mm

#### **Half-page landscape**

176mm 128mm

#### **Quarter-page portrait**

58mm x 128mm

#### **Eighth-page landscape**

85mm x 61mm

## **Ad Block**

This must be 300 pixels wide x 350 pixels high at 72 dpi

## **Email Alerts**

These must be submitted as a word document.

No tables or bulleted lists

No opt out clauses or unsubscribe information

No pictures

Small company logo permitted

Alternatively can be submitted as a formatted HTML with no opt out or unsubscribe information.

Maximum width of HTML document 600 pixels. Images must be coded to be sourced from your own web site.



**Eighth-page landscape**

85mm x 61mm

**Quarter-page portrait**

85mm x 128mm

**Half-page landscape**

176mm x 128mm

**Half-page portrait**

85mm x 262mm



**Full-page**

176mm x 262mm



**Full-page full bleed**

210mm x 297mm print area

Allow 3mm bleed on all sides.

Bleed area 216mm x 303mm