Media Pack 2012

ServiceTalk the Journal e-News e-Shots direct mail

itSMF UK

The IT Service Management Forum

ServiceTalk the Journal

Distribution
ServiceTalk is the quarterly magazine of itSMF UK, and is distributed in print or online (PageSuite/PDF) format to all our members and associates. ServiceTalk provides a mixture of informative service management articles and case studies, as well as updates and reports on itSMF UK's events, publications and activities. The total circulation is around 16,000 made up of itSMF UK Members, itSMF international chapters and subscribers. Approximately 80% are UK addresses.

Hardcopies can also be purchased and are available at itSMF UK events.

Editorial Contributions
Are always welcome and features covered include all aspects of IT service management. Submit your ideas, articles, press releases and features to communications@itsmf.co.uk. The recommended word count for articles is 1,000-1,500 words and they can be accompanied by pictures and diagrams if appropriate. Please note articles are selected at the editor's discretion and we do not guarantee to use anything submitted.

Advertising options
Members of itSMF UK can advertise at a discounted rate. Members who have taken out the Marketing Promotional Package then receive a further discounted price. There are full and half pages available, with premium pages such as the outside back cover and inside front cover.

We also offer sponsored features, with the pages branded with your logo, colours and other company information. And you can sponsor a mailing of ServiceTalk or our itSMF UK Update newsletter – details in the Sponsorship section.

Advertising space and features are offered on a first-come first-served basis.

Prices

Option	Member with Marketing Promotional Package	Member	Non-Member
Full page	**£1000.00**	**£1250.00**	**£1375.00**
Half page horizontal	**£550.00**	**£690.00**	**£760.00**
Half page vertical	**£550.00**	**£690.00**	**£760.00**
Inside front cover	£1750.00	£2000.00	£2200.00
Back Page	£2800.00	£3000.00	£3500.00
Sponsored features	Available on request	Available on request	Available on request

All prices ex VAT

ServiceTalk the Journal

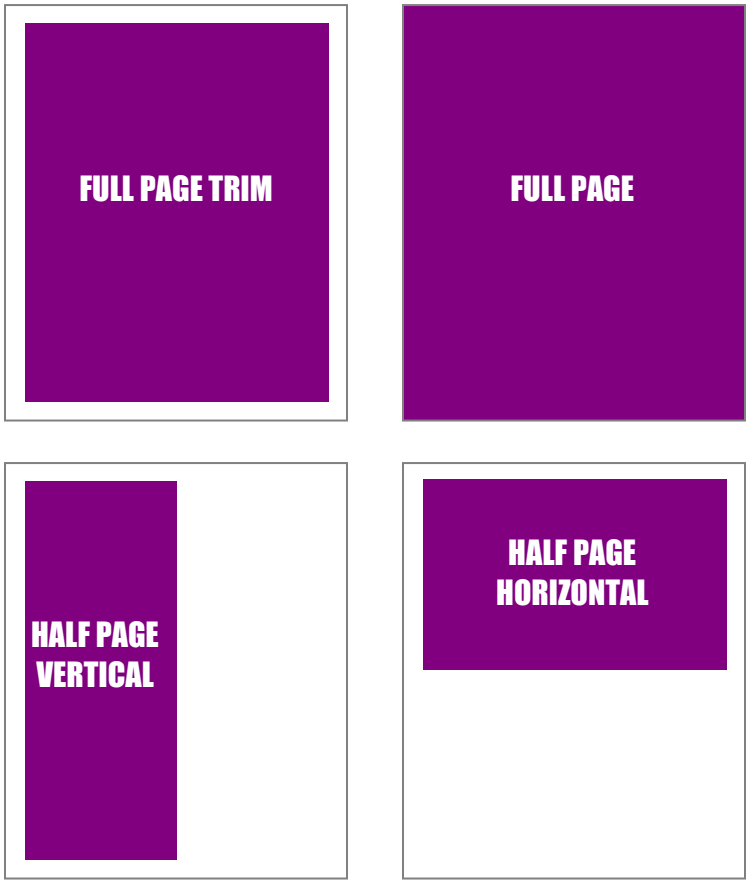
Advertising Specifications

Sizes
FULL PAGE TRIM
Width 185mm x height 277mm

FULL PAGE
Width 210 x height 297mm + 3mm bleed on all sides.

HALF PAGE VERTICAL
Width 90mm x height 257mm

HALF PAGE HORIZONTAL
Width 185mm x height 128mm



Supplied Artwork Format
Artwork for ads maybe supplied in the following formats:

InDesign Document – with all fonts and images supplied (packaged).

PDF – High resolution (CMYK) file
Preferably 2400dpi, minimum 1200dpi.

Colour
The journal is printed four colour throughout, CMYK.

Format of Graphics/Photographs
All graphics/photographs supplied for articles must be supplied separately as high resolution (300dpi) TIF, JPG or EPS files. Low resolution graphics will not be used.

Terms and Conditions

- All advertisements booked must adhere to itSMF Ltd terms and conditions and are subject to approval from itSMF Ltd
- All bookings must be in writing and must accompany pre-payment or a valid Purchase Order Number. All advertisements will be invoiced upon booking and payment is to be received under the itSMF Ltd payment terms and conditions. (30 days payment terms)
- Cancellation terms:
  - Advertisements cancelled within 30 working days of publication will be charged in full
  - Advertisements cancelled within those 30 days itSMF Ltd will endeavor to sell on and no charge will be made if sold.
  - All cancellations must be made in writing.
  - All advertisers must adhere to deadlines. These these cannot be met they must inform the itSMF Ltd immediately and it is at the discretion of the itSMF Ltd to extend the deadline.
  - itSMF Ltd do not accept responsibility for any advertisements that appear within the publications.
  - Acceptance of the order by itSMF Ltd constitutes acceptance of the terms and conditions by the purchaser.

ServiceTalk the Journal

Issues Dates and Deadlines

APRIL 13th 2012
Editorial deadline – 15th February 2012
Advertising deadline – 2nd March 2012

JULY 13th 2012
Editorial deadline – 15th May 2012
Advertising deadline – 22nd May 2012

OCTOBER 10th 2012
Editorial deadline – 15th August 2012
Advertising deadline – 22rd August 2012

JANUARY 17th 2013
Editorial deadline – 15th November 2012
Advertising deadline – 22nd November 2012

APRIL 13th 2013
Editorial deadline – 15th February 2013
Advertising deadline – 22nd February 2013

JULY 13th 2013
Editorial deadline – 15th May 2013
Advertising deadline – 22nd May 2013

OCTOBER 10th 2013
Editorial deadline – 15th August 2013
Advertising deadline – 22rd August 2013

Get in touch

T: 0118 918 6500
E: communications@itsmf.co.uk

e-News

e-News is our monthly electronic newsletter sent to all members of itSMF UK. The content consists of general itSMF news such as events and the bookshop, plus short related articles. The current distribution is approximately 7,000.

Advertising Options

We have several advertising options within e-News, as shown on the next page. Two adverts can be taken together to create a larger advert and each advert clicks through to the advertiser's chosen landing page. Discounts are available for 6 and 12 month block bookings. Adverts can be changed from month to month to suit relevant marketing campaigns. Adverts will only be included with the approval of itSMF UK.

Prices

Option	Member with Marketing Promotional Package	Member	Non-Member
Top banner	£1500.00	£1650.00	£1725.00
R1	£1000.00	£1100.00	£1150.00
R2	£800.00	£900.00	£1000.00
R3	£700.00	£770.00	£805.00
R4	£600.00	£660.00	£690.00
R5	£500.00	£550.00	£575.00
Bottom banner	£600.00	£660.00	£690.00

All prices ex VAT

e-News

Advertising Specifications

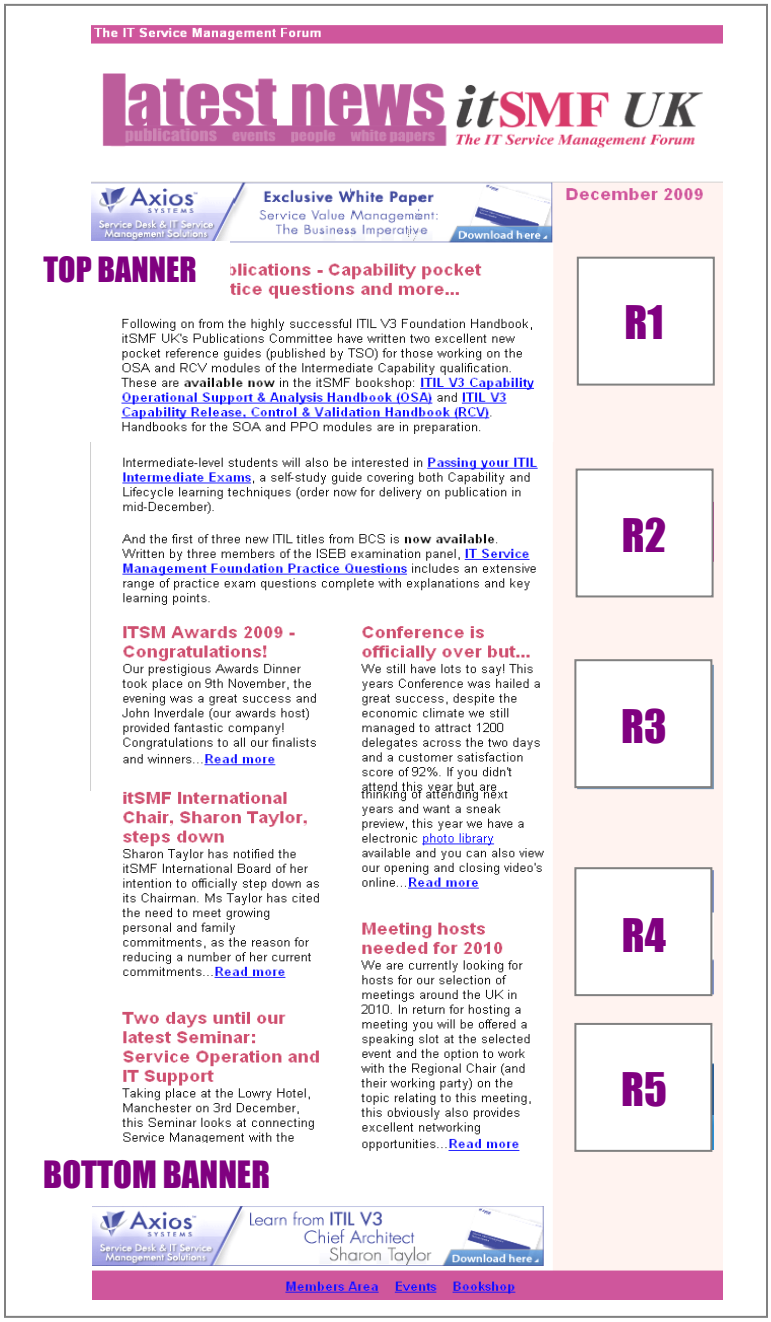
TOP BANNER
600 x 90 pixels

BOTTOM ADVERT
600 x 90 pixels

R1, R3, R4, R5, R6
204 pixels wide

Supplied Artwork Format
Artwork for ads maybe supplied as either a JPG or an animated GIF, with details of the link/landing page.

Please note that Outlook 2000 does not accept animated GIF files, therefore if you do choose to supply an animated file, please ensure the first frame contains all information.



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E-News

Publication dates and deadlines – 2012

Please provide all copy by first day of the month of publication. Publication is normally in the second week of the month.

Please book your banners well in advance (particularly the top banner), as space will be provided on a first-come first served basis.

Get in touch

T: 0118 918 6500
E: communications@itsmf.co.uk

e-Shots and Direct Mail

e-Shots
itSMF UK e-Shots are e-mails sent from us on your behalf. A number of distribution lists are available, including members (approx 7,000), non-members, UK, International. All numbers are available upon request.

A maximum of 4 e-shots can be purchased at one time, with dates and times being flexible to fit your requirements/campaigns.

Supplied Artwork Format
Artwork must be provided in working HTML code with any relevant pictures included as attachments. Maximum file size is 500kb.

Direct Mail
Direct mail shots are also available. The itSMF UK Marketing Team can handle all elements of your direct mail shot from printing to posting. Please contact us for pricing details.

If you would like any further information, quotes, samples, statistics on either e-shots or direct mail options, please….

Get in touch

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Sponsorship

Event sponsorship
Our annual conference in November is the world's leading IT service management event, with a huge international audience, multi-stream educational programme, exhibition and awards dinner.

As well as taking an exhibition stand, there are a number of ways that vendors and service providers can sponsor the conference as a whole or individual awards. We also invite sponsors and exhibitors for our various seminars throughout the year.

For more information, please contact the Business Development team at the itSMF UK office.

Mailing sponsorship
We also offer mailing sponsorship for both the ServiceTalk Journal and the itSMF UK Update newsletter.

Sponsors receive a full-page advertisement (A4 for ServiceTalk, A5 for the Update) or an insert in the mailing, and company branding on the envelope.

Mailing sponsorship starts at £3000 + VAT. Please contact communications@itsmf.co.uk to discuss your requirements.

Get in touch

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