

ADVERTISING IN OR WITH *BSBI NEWS*

BSBI News, a B5 publication, is mailed to members three times a year in January, April and September.

Advertising rates in *BSBI News* are as follows:

Full page (B/W)	£250 + VAT
Half page (B/W)	£125 + VAT
Quarter page (B/W)	£75 + VAT

Adverts in Colour are not normally allowed but if accepted would be about double the above rates.

In addition short adverts, of no more than 5 lines, which do not involve any commercial interests, may be placed by BSBI Members for a charge of £25 + VAT.

The Society reserves the right to reject advertisements, they must be of interest to the BSBI membership. Camera ready copy (pdf or jpeg files preferred, or if not possible, artwork with the same proportions as B5 for reduction by Printer) should, if possible, be submitted to the Editor at the address below by November 1st, March 1st or August 1st.

Rates for distributing an advertising leaflet for **books** with *BSBI News* are as follows:

- If a local Flora or advertising material, and an offer of a reduced price to BSBI Members is included No (or reduced) charge.
- Other books or advertising material with no offer of a reduced price to BSBI Members £250 + VAT.

Leaflets **must** fit in an envelope 270 x 215 mm, and be on lightweight paper to reduce postage costs. Coloured leaflets on glossy paper, over 5gm in weight (a sheet of A4 paper) may incur additional postage costs at a rate of £15 + VAT for every extra 5gm.

At least 2,700 copies of a leaflet should be sent to the address below before January 1st, April 1st or September 1st.

All enquiries about advertising must be sent to the General Editor at the address below.

R.G. ELLIS, General Editor *BSBI News*, 41 Marlborough Road, Roath, Cardiff, CF23 5BU. Tel. & Fax: 029 2033 2338; e-mail: gwynn.ellis@bsbi.org.uk