



Project Management *for Building* PRODUCT UPDATE CARDS

Project Management for Building (PMFB) response cards is one of the leading product information packs in the Architectural and Building sector. Printed on top quality board to reproduce your company's message in a highly professional format, the targeted circulation identifies key specifiers who play a major role in building projects with a value in excess of £500,000. These key specifiers include Architects, Contractors, Project Managers and in many cases, the clients themselves.

Project Management for Building cards consistently generate top quality enquiries for our advertisers and our unique Project Response Analysis service enables advertisers to view enquiries online and see which projects that they are involved with.

Typical Example of the type of Project we target and the named specifiers that would receive our product card pack.

Project:	Council Buildings - Beverley - value £68m
Client:	East Riding of Yorkshire Council
Contact:	Mike Cooper - Assistant Principal Architect
Architects:	East Riding of Yorkshire Council
Contacts:	Mr David Richards Mr Fergus Aitkin Ms Anne Chamberlain

Main Contractor:	Kier (Northern) Ltd
Contact:	Mr David Poole

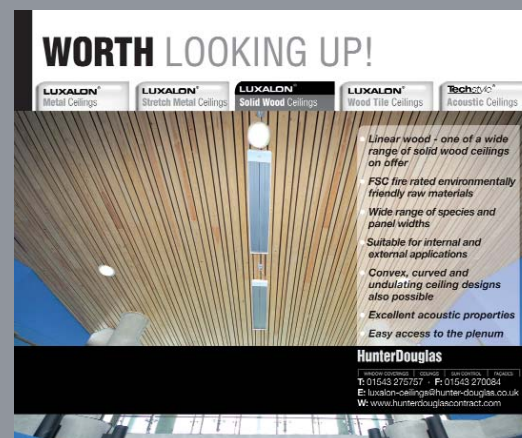
Quantity Surveyor:	Hall Construction
Contact:	Mr Neil Symonds



FRONT CARD



TYPICAL PRODUCT CARD



TYPICAL PRODUCT CARD

CIRCULATION

Project Management for Building cards are sent to every named specifier who, as part of the management team, are involved in the specification process on live current projects. A key advantage with Project Management for Building cards is that the circulation is updated for each published issue, effectively providing the advertiser with a new circulation each time their advertisement appears.

An analysis of our circulation from a recent card pack, produced the following breakdown by job title.

Architects (Including Technicians & Technologists)	5670
Building Contractors, Housebuilders & Developers	3190
Directors and Clients	2950
Project Managers	1150
Quantity Surveyors	1040
Building Surveyors	890
M&E Consultants	750
Total	15650

Project Management For Building Cards are published bi-monthly.

January
March
May
July
September
November

Advertisement Rates	1 ins	3ins	6ins
	£950.00	£875.00	£800.00

See Media Details for further information

TESTIMONIAL

"I use product cards purely for response, what I particularly like about Project Management for Building cards is the quality of the response that they generate. Their new online service is very useful for our sales team in that they can identify the projects the enquirer is working on before they make contact."

Harry Watson - SG Systems



MECHANICAL DETAILS

Email material to: copy@tspltd.co.uk

Material must be supplied on Mac readable discs

PDF's should be print ready with all fonts and images embedded (min 300dpi)

Documents must be Quark Xpress

Images must be saved as TIFF or EPS

Minimum 300dpi at 100% size

Images other than EPS must be in picture boxes with an ITEM and White background

Ensure all images are CMYK not RGB

Ensure all colours are CMYK not RGB or SPOT including Freehand and Illustrator files

Inserts accepted by negotiation

Artwork requiring further production may levy further charges which will be pre-quoted prior to implementation

Cancellations in writing by the first working day of the month prior to the month of publication as our standard terms and conditions of sale state



Tanner Stiles
PUBLISHING LTD

Publication	Full page size	Half page size (Vertical)	Half page size (Horizontal)	Quarter page size
Specification Magazine	230mmW x 300mmH (Trim) 236mmW x 306mmH (Bleed)	90mmW x 260mmH	200mmW x 125mmH	90mmW x 125mmH
Housing Specification	230mmW x 300mmH (Trim) 236mmW x 306mmH (Bleed)	90mmW x 260mmH	200mmW x 125mmH	90mmW x 125mmH
Hotel Sport & Leisure	230mmW x 300mmH (Trim) 236mmW x 306mmH (Bleed)	93mmW x 260mmH	200mmW x 125mmH	93mmW x 125mmH
Project Management for Building Cards	117mmW x 140mmH (Trim) 123mmW x 146mmH (Bleed)	n/a	n/a	n/a

Publication		
Specification Product Update	100mmW x 130mmH	80 words of text with company contact details An accompanying high resolution colour photograph

Tanner Stiles Publishing Ltd
Grosvenor House
Central Park
Telford TF2 9TW

Tel: 01952 234000
Fax: 01952 234003
info@tspltd.co.uk

Add registration marks on for full page advertisements

Add a key line on for half page and quarter advertisements

www.tspltd.co.uk/media.php

ADVERTISEMENT RATES

Publication	DPS 1 Insert	DPS 4 Inserts	DPS 10 Inserts	Full Page 1 Insert	Full Page 4 Inserts	Full Page 10 Inserts	1/2 Page 1 Insert	1/2 Page 4 Inserts	1/2 Page 10 Inserts	1/4 Page 1 Insert	1/4 Page 4 Inserts	1/4 Page 10 Inserts	Literature & Web Panels	Classified Per SCC
Specification Magazine	£5000	£4500	£4000	£2600	£2250	£2000	£1300	£1150	£1000	£650	£575	£500	£150	£15.00
Housing Specification	£5000	£4500	£4500	£2200	£2000	£1800	£1100	£1000	£900	£550	£500	£450	£150	£15.00
Hotel Sport & Leisure	£4000	£3750	£3500	£2000	£1800	£1600	£1000	£900	£800	£500	£450	£400	£150	£15.00
Specification Product Update	n/a	n/a	n/a	£2000	£1800	£1600	n/a	n/a	n/a	£550	£500	£450	n/a	n/a

Response Cards	1 Insertion	3 Insertions	6 Insertions	Top 10 Position	Bottom Flip Card	Use of Publishers Reply Licence
Project Management For Building Cards	£1000	£900	£800	Add 10%	Add 10%	£ 75.00

Websites

	Rectangle Button advertisement (120 x 60 Pixels)	Square Button advertisement (120 x 120 Pixels)	Horizontal Banner advertisement (468 x 60 Pixels)	Vertical Banner advertisement (120 x 600 Pixels)
Rate per website	£100	£150	£400	£500

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Prices based on existing artwork supplied by the client. If a new banner or button is required this can be created and costs will be discussed before work is undertaken.

Advertisement rates are quoted in full colour

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