

SPECIFICATION

Product Information Cards

Media Details CIRCULATION IN PRINT AND ONLINE

Specification Product Information Cards are unique in that they are published in print and online. Many of our readers now prefer to receive these cards in an online digital format and make enquiries online or have the facility to hyperlink directly to an advertisers website. This innovative new format can be viewed at www.specificationcards.co.uk and when combined with our print product represents one of the best value product card packs in the industry. Specification Product Information Cards are sent to every named specifier who, as part of the management team, are involved in the specification process on live current projects. (Source Glenigan) A key advantage with Specification Product Information Cards is that the circulation is updated for each published issue, effectively providing the advertiser with a new circulation each time their advertisement appears.

Circulation Analysis

	PRINT	ONLINE
Architects (Including Technicians & Technologists)	4414	2999
Building Contractors, Housebuilders & Developers	752	1749
Directors & Clients	977	440
Project Managers	305	2109
Building & Quantity Surveyors	495	1983
Structural Engineers	151	182
Local Authorities	156	277
M&E Consultants	213	199
Town Planning Consultants	37	62
Sub Total	7500	10000



TOTAL ALL CIRCULATION 17500

MECHANICAL DATA

Email material to: copy@tspltd.co.uk

Material must be supplied on Mac readable discs or via email or FTP.
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.
Ensure all images are CMYK not RGB.
Ensure all colours are CMYK not RGB or SPOT including Illustrator files.
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.

Project Management for Building Cards
98mmW x 142mmH (Trim)
110mmW x 154mmH (Bleed)

Specification Product Information Cards are published five times a year:

January/February

Copy deadline 18/1/2012

March/April

Copy deadline 23/3/2012

May/June

Copy deadline 25/5/2012

August/September

Copy deadline 24/8/2012

October/November

Copy deadline 26/10/2012

See overleaf for advertisement rates and further information about our new e-card offer

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Product Information Cards

Media Details ONLINE

Product cards have for many years been recognised as one of the best enquiry generators on the market and still continue to drive quality sales leads for our advertisers. The dawn of digital media has enabled publishers to further enhance their product card offer and cater for the growing demand from the market to provide this media platform in a more environmentally friendly and immediate format.

Specification Product Information Cards are no exception and the format is unique in that their circulation offer is specifically targeted at working specifiers (Source Glenigan). Another unique feature of the digital issue is the double card spread format that allows you to advertise your message on one half of the spread and feature details about your business on the other.

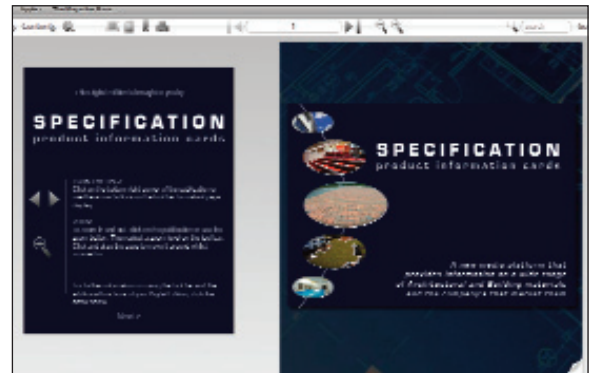
Advertisement Rates

Print & Digital

One Card -	£700.00
Two Cards -	£650.00
Three Cards -	£600.00
Four Cards -	£550.00
Five Cards -	£500.00

Digital Only

One Card -	£350.00
Two Cards -	£325.00
Three Cards -	£300.00
Four Cards -	£275.00
Five Cards -	£250.00



Double Card Spread allows you to advertise your message on the right hand card and feature your company information on the left

METALLINE

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E: sales@metalline.co.uk W: www.metalline.co.uk

Established in 1990, Metalline has grown to become the largest architectural fabrication company in the United Kingdom, with a reputation throughout the architectural industry for outstanding quality and service.

At Metalline we pride ourselves on our ability to react to even the most detailed of client requirements. No job is ever too big or too small and our highly skilled workforce have a reputation for delivering fast-track solutions on time and to exact specification.

Many prestigious projects have been completed throughout the United Kingdom, a selection of which appears in our portfolio.

[EMAIL THIS COMPANY](#) [VISIT COMPANY WEBSITE](#) [REQUEST LITERATURE](#)

make a feature with metalline

Manufactured from aluminium, Metalline supplied in excess of 170 metres of their pressed profile Feature Beam for the retail unit, finished in grey and polyester powder coated for extra durability.

- Complements most curtain walling and cladding systems
- Aluminium or Stainless Steel
- Metallic or Plain Colours
- Cruciforms, mitred and welded corners can be incorporated
- Virtually maintenance free
- Simple to install
- Literature available on request

www.metalline.co.uk
Email: sales@metalline.co.uk

(Digital only)

For further details please contact Kellie Wake on 01952 234000 or email kwake@tspltd.co.uk