

Felstedian Magazine

General Information	Dates	Advertising Opportunity	Distribution	Technical Requirements
<p>We have Felstedian magazines in our archives from 1873 and onwards – a long standing tradition of the school!</p> <p>The Felstedian has evolved into an extremely high quality publication of approx 120 pages; which covers the whole year of life at Felsted School – from Academic Matters, Arts, Clubs & Societies, Community Links, Services, and of course Sports</p>	<p>Distribution December</p> <p>Confirmation of advertising by 30th September 10</p> <p>Artwork required by 14th October 10</p>	<p>All Advertising is Full Colour</p> <p>To ensure that the integrity of 'The Felstedian' is maintained there is only a limited amount of advertising available</p> <ul style="list-style-type: none"> • Back cover • Inside front and back covers • 10 pages within magazine (full pages and ½ pages available) 	<p>2,500 copies</p> <ul style="list-style-type: none"> • Current & Prospective Parents • Well Wishers • Waiting rooms (doctors surgeries, dentists, health clubs, libraries & car showrooms) throughout Essex, Herts., Suffolk & South Cambridgeshire 	<p>Outside/Inside Cover (to bleed) - 303mm deep x 214mm wide</p> <p>Full page (image area) - 263mm deep x 174mm wide</p> <p>Half page (image area) – 128mm deep x 174mm wide</p>

Young Felstedian

General Information	Dates	Advertising Opportunity	Distribution	Technical Requirements
<p>The Young Felstedian is an extremely high quality publication of approx 120 pages, which covers the whole year of life at Felsted Preparatory and Pre-Preparatory School including the following sections - Spiritual and Moral, Creative and Practical, School leaders and Leagues</p>	<p>Distribution December</p> <p>Confirmation of advertising by 30th September 10</p> <p>Artwork required by 14th October 10</p>	<p>All Advertising is Full Colour</p> <p>To ensure that the integrity of 'The Young Felstedian' is maintained there is only a limited amount of advertising available</p> <ul style="list-style-type: none"> • Back cover • Inside front and back covers • 10 pages within magazine (full pages and ½ pages available) 	<p>750 copies</p> <ul style="list-style-type: none"> • Current & Prospective Parents • Well Wishers • Waiting rooms (doctors surgeries, dentists, health clubs, libraries & car showrooms) throughout Essex, Herts., Suffolk & South Cambridgeshire 	<p>Outside/Inside Cover (to bleed) - 303mm deep x 214mm wide</p> <p>Full page (image area) - 265mm deep x 177mm wide</p> <p>Half page (image area) – 130mm deep x 177mm wide</p>

School Production Brochure

General Information	Dates	Advertising Opportunity	Distribution	Technical Requirements
<p>Felsted has a reputation for drama productions of the very highest quality</p> <p>The annual School play is a large scale production and is held in the school's majestic Grignon Hall, which can seat an audience of 400. Ambitious overseas tours of the School Play, particularly to the USA, are now undertaken every 2 years</p> <p>Recent plays have included The Sound of Music, Cabaret and A Funny Thing Happened on the Way to the Forum. The 2008 production was Anything Goes and Joseph is being staged in 2009.</p> <p>The production brochure is a high quality glossy including background to the production, celebrity good luck pages, cast lists and images from previous tours and productions</p> <p>The brochure is approximately 20 pages</p>	<p>Distribution December</p> <p>Confirmation of advertising by 30th September 10</p> <p>Artwork required by 14th October 10</p>	<p>All Advertising is Full Colour</p> <ul style="list-style-type: none"> • Back cover • Inside front and back covers • Internal pages within magazine (full pages and ½ pages available) 	<p>1500 copies</p> <ul style="list-style-type: none"> • Audience • Well Wishers • Waiting rooms (doctors surgeries, dentists, health clubs, libraries & car showrooms) throughout Essex, Herts., Suffolk & South Cambridgeshire 	<p>Outside/Inside Cover (to bleed) - 303mm deep x 214mm wide</p> <p>Full page (image area) - 262mm deep x 176mm wide</p> <p>Half page (image area) – 127mm deep x 176mm wide</p>

Felsted Arts Festival

General Information	Dates	Advertising Opportunity	Distribution	Technical Requirements
<p>The Felsted Arts Festival is an annual event that has been running for over 20 years. It is a two week long event that incorporates a range of exciting and captivating events</p> <p>The Festival will have on average 18 events throughout the 2 weeks aiming to offer something for everyone. Previous events have included George Alagiah and Joanna Trollope speaking at the Literary Dinner, Four Poofs & a Piano (Jonathan Ross Show), celebrity chefs and world class music ensembles</p> <p>In 2009 we hope to be seeing Lord Jeffrey Archer and the local UK poet laureate Andrew Motion leading events</p>	<p>Festival runs over 2 weeks at the end of February and beginning of March</p> <p>Confirmation of advertising by 14th October 09</p> <p>Artwork required by 14th November 2009</p> <p>Brochures and Posters go out in January/February</p>	<p>All Advertising is Full Colour</p> <p>Festival Sponsorship</p> <ul style="list-style-type: none"> • Front page presence as sponsor (presence on all POS) • Company display/sign at each event • Complimentary tickets (2 for each event) • Advertising within the brochure • Extensive press exposure as sponsor through the local media <p>Specific Event Sponsorship</p> <ul style="list-style-type: none"> • Presence in Brochure for specific event • Company display/sign at specific event • 2 complimentary tickets to the event <p>Brochure Advertising</p> <ul style="list-style-type: none"> • Back Cover • Full page • ½ page 	<p>2,000 copies</p> <ul style="list-style-type: none"> • Current Parents • Well Wishers • Waiting rooms (doctors surgeries, dentists, health clubs, libraries & car showrooms) throughout Essex, Herts., Suffolk & South Cambridgeshire 	<p>Full page and Back Cover (image area) - 210mm deep x 148mm wide</p> <p>Half page (image area) –105mm deep x 148mm wide</p>

Courses

General Information	Dates	Advertising Opportunity	Distribution	Technical Requirements
<p>Felsted School provides the location for a number of courses, for both children (all courses are for both girls and boys) and adults. The 3 main groups are set out below with some examples of courses that run during them</p> <p>Spring Courses</p> <ul style="list-style-type: none"> • Cricket Camp – both residential and non residential – heavily subscribed to • Swim School – Including life saving courses <p>Summer Courses</p> <ul style="list-style-type: none"> • Dance Workshops • Football Camp • Rugby Camp – run by a professional rugby player <p>Autumn Courses</p> <ul style="list-style-type: none"> • Hockey Camp – now in it's 11th year, very popular • Art Workshop – Adult course • Computer Skills – Adult course <p><i>NB There are many more courses being introduced please request more information from coursesofficer@felsted.org</i></p>	<p>Throughout the year</p> <p>Distribution January 10 Artwork required by 28th November 09</p> <p>Distribution May 10 Artwork required by 31st March 10</p> <p>Distribution August 10 Artwork required by 29th May 10</p>	<p>All Advertising is Full Colour</p> <p>Entire Seasons Course Sponsorship</p> <ul style="list-style-type: none"> • Front page presence of logo • Presence of logo on each page throughout brochure (top corner) • Full page advert within brochure <p>Specific Course Sponsorship</p> <ul style="list-style-type: none"> • 1/4 page advert on course page of brochure <p>Brochure Advertising</p> <ul style="list-style-type: none"> • Inside Front Page 	<p>2,000</p> <ul style="list-style-type: none"> • Current & Prospective Parents • Past Participants • Feeder Schools in area • Local businesses 	<p>Full page (image area) - 200mm deep x 135mm wide</p> <p>1/4 page (image area) – 50mm deep x 135mm wide</p>

Astroboards

General Information	Dates	Advertising Opportunity	Distribution	Technical Requirements
<p>The John Cockett Hockey Pitch is a sand based Astroturf pitch, built to meet the high demands of sport within Felsted School and the local community</p> <p>Sport at Felsted School has seen great success over the last few years with various teams winning Essex and East Championships and National Championships in various sports</p> <p>Felsted also hosts numerous schools, county and East regional tournaments</p> <p>Local clubs and organisations also have organised access to the facility throughout the year</p>	<p>All year round. Agreements are for a year at a time</p>	<p>3m x 0.6m (LS) Advertising Boards on Cockett pitch</p>	<p>3500 visitors each year to watch Felsted Junior & Senior School hockey + 3 major hockey tournaments for schools and county matches – further 800 (approx) visitors</p> <p>Visitor Stats Junior & Senior School 130 matches played</p> <p>East of England Championships</p> <p>2 x School Hockey Tournament 24 School Teams</p> <p>Other events – OF day (300 visitors), pitch rental, other community sports matches, annual cricket camp</p>	<p>Full board (with bleed) –600mm deep x 3000mm wide</p>



Technical Requirements

Supply of Artwork

Please supply all artwork on a CD and mail it FAO Gabi Hardiman, Development Manager. Please also supply a phone number and email address for any artwork/design queries

Digital artwork – in order of preference to give best result

- 1 .eps – save with preview and with type saved as outlines
- 2 .tiff – 300dpi
- 3 .jpg – high resolution (300 dpi)
- 4 .pdf – saved for commercial print reproduction

Full colour ads – CMYK process colour

Logos for Sponsorship please contact Development Office

Please note that where advertisements have text matter in black, the black should be 100% black only. However, any large areas of solid black should have a 50% cyan underlay

ASTROBOARDS – Remember that these are to be viewed from some distance – to make sure you make the best of your space, please ensure text is not too small and that there is plenty of contrast with the design

Design Service – If required, we offer a design service. We charge by the hour for design (please see rate card) and a one off fee for redrawing of logo's. If this service is needed, please supply our design team with full brand guidelines at the commencement of the job. If you need further information on this service, please contact the Development Office

Advertising Rate Cards

Felstedian Magazine

F/P Back Cover	£1,080
F/P Inside Front Cover	£865
F/P Inside Back Cover	£735
F/P Internal	£645
½ P Internal	£390

Young Felstedian Magazine

F/P Back Cover	£650
F/P Inside Front Cover	£520
F/P Inside Back Cover	£440
F/P Internal	£390
½ P Internal	£235

School Production

F/P Back Cover	£790
F/P Inside Front Cover	£555
F/P Inside Back Cover	£470
F/P Internal	£415
½ P Internal	£250

Felsted Arts Festival

F/P Back Cover	£790
F/P Inside Front Cover	£555
F/P Inside Back Cover	£470
Sponsorship per event	£435
Sponsorship of whole event	£6,470

Courses

F/P Inside Front Cover	£345
Sponsorship per course	£200
Sponsorship of whole course – please enquire for further information	

Astroboards

Cost of Board (boards need replacing every 3 years)	£115
Annual Rental	£460

Advertising Packages

Discounted packages of Advertising Opportunities are available, prices ranging from £420 - £7,200. For more information please contact the Development Office

Design Service

Hourly rate £47 per hour – a basic board will take around 5 hours but note this is a guideline and will depend on requirements

To redraw a logo will cost a one-off charge of £155

Please note all prices include VAT at 17.5%