

***Make the most of your advertising budget, however big or small and boost your business with Ramadhan Publications!***

**Dear Client,**

**Ramadhan Publications** is now taking bookings for its Ramadhan 2022 books in the following regions :

- **Leicester**
- **London**
- **Birmingham**

Advertising with Ramadhan Publications works – just ask our sponsors and advertisers. 60% of our clients come back to us year-to-year, and we’ve more than doubled the number of advertising pages since the first edition since 2009\*.

Our Ramadhan... series has gone from strength-to-strength over the past 13 years. Packed with useful information and presented in a high-quality glossy finish, the handy free pocket-sized guides have become an indispensable part of Ramadhan for thousands of people\*\*.

Make those people your customers by booking your place in Ramadhan 2022. With our targeted distribution strategy that takes businesses straight to the customer and competitive rates for everything from ‘title sponsor’ to quarter-page banners and web packages, you really won’t find a better way to advertise your business.

And whilst most printed advertising is seen as junk mail and ends up in the recycling bin, our readers (your potential customers) tell us that they actually seek out and keep the Ramadhan... books. The informative content packed into a compact pocket and handbag-friendly design makes the books indispensable.

Please review the enclosed media pack or get in touch now for more information. We look forward to working with you.



Kind regards,

**Ramadhan Publications**

\* Figures for Leicester edition.

\*\* 10,000 copies per region given out through mosques, retailers, takeaways, and other strategically selected community outlets.

52mm  
x  
68mm

**£60.00**

**Quarter Page  
Portrait**

106mm x 68mm

**£95.00**

**Half Page  
Landscape**

109mm x  
139mm

**£145.00**

**3/4 Page**

109mm x  
152mm

**£195.00**

**Full Page**

**£60.00**

**Quarter Page  
Landscape**

**£95.00**

**Half Page  
Portrait**

## Artwork Rates

Quarter Page	<b>£20.00</b>
Half Page	<b>£40.00</b>
3/4 Page	<b>£50.00</b>
Full Page	<b>£60.00</b>

All images and copy to be supplied by advertiser  
Artwork supplied by advertiser must be in the  
correct format or an extra charge will incur.  
An **extra £10** charge for re-formatting artwork.

**Prices include Web presence**

WEB BANNER ADVERT : £30 for Ramadhan

## SOLUS POSITION ADS FOR SPONSOR

Title Sponsor (includes back cover, front logo)	£1400.00
Inside Front Cover	£595.00
Centre Spread 2 Pages	£525.00
Inside Back Cover	£595.00
Inside Back – Left Hand Page	£375.00
Page 3	£450.00

All sponsorship ads will feature a logo at the front with the words 'sponsored by' and a feature ad.

(All prices include VAT)

# Advertising Space / Proforma Agreement

Ramadhan 2022 Booklet - Apeil - May 2022

City



## Rates

Quarter Page (Landscape) £60  Half Page (Landscape) £95  Full Page £180   
Quarter Page (Portrait) £60  Half Page (Portrait) £95   
Web Banner £30  Billboard Logo £100  3/4 Page £145

## Sponsorship Ads

Inside Front Cover £575  Centre Spread 2 Pages £525  Title Sponsor £1,400   
Inside Back Cover £575  Inside Back Cover (Left Page) £3  Page 3 £450

Artwork to be supplied  Yes  No Additional Artwork charge from £10

Details:

Total £  inc VAT

### PLEASE USE BLOCK CAPITALS

Contact Name :

Position:

Company Name :

Address :

City :

Country :

Postcode :

Tel:

Email :

We hereby apply for advertising space / sponsorship in the Ramadhan 2022 Booklet.

We hereby agree to abide by the terms and conditions as listed.

**Only Cash & Cheques accepted. No card payments.** Cheque payable to: Ramadhan Publications

A receipt will be issued upon payment

Please note: by signing this form you agree to our terms and conditions and understand that you are entering into a legally binding contract.

Customer Signature:

Date:

Print Name:

Please email the form back to: [sales@ramadhanpublications.co.uk](mailto:sales@ramadhanpublications.co.uk)

# Terms & Conditions

These terms and conditions govern the supply of advertising services by Ramadhan Publications. Please read the following notes and conditions carefully as they will form the basis of the Contract for advertising with Ramadhan Publications. You should sign the Proforma if the conditions are acceptable to you.

## **The Contract**

The proforma (The contract) sets out the standard conditions for the insertion of advertisements to the exclusion of all other written or verbal representations, statements, understandings, negotiations, proposals or agreements.

Ramadhan Publications cannot guarantee the level of response.

## **Payment**

Payment is required within TEN days of signing the proforma (28 day term considered) in cash, cheque or bank transfer only, Cheque payable to: Ramadhan Publications. If payment is not received within the timeframe the position of the ad will be lost.

## **Cancellations**

Cancellations are not accepted once the proforma has been signed and payment has been made

Ramadhan Publications and the retailer (without prejudice to any other right or remedy) remove any advertisement or refrain from proceeding with any other advertisement ordered by the customer and to refuse any further advertisement so ordered without penalty and with immediate effect if the customer:

- a) Fails to pay within the timeframe.
- b) Fails to provide suitable artwork (according to artwork guidelines) within the timeframe given.

## **Artwork**

All artwork that is designed by Ramadhan Publications will incur an additional charge.

Artwork to be supplied by the customer unless otherwise stated on the proforma. Ramadhan Publications requires all artwork via email or CD in the appropriate format (Refer to Artwork Guidance) by the specified artwork deadline date, failing which Ramadhan Publications will only be obliged to run an advertisement showing the name of the organisation/business, address and telephone number which will be a sufficient discharge of its obligation hereunder. Ramadhan Publications shall not be obliged to publish any advertisement for which the customer has failed to provide artwork either at the correct time or has provided materials of an suitable or unusable quality.

Where Ramadhan Publications has agreed to design advertising, any specific requirement such as size or position or logo or typeface must be stated clearly. The proof must be agreed with the customer. If the customer fails to do so within the artwork deadline date then Ramadhan Publications does not warrant the condition or content of such proofs and publication will be deemed to satisfy the obligations of Ramadhan Publications.

Ramadhan Publications will endeavour to provide the customer with a proof of all advertisements prior to publication, to make any changes to the proof Ramadhan Publications must be notified within 24 hours of the customer receiving the proof.

Ramadhan Publications may refuse any advertisement and/or withdraw any advertisement from the booklet if conditions are not met.