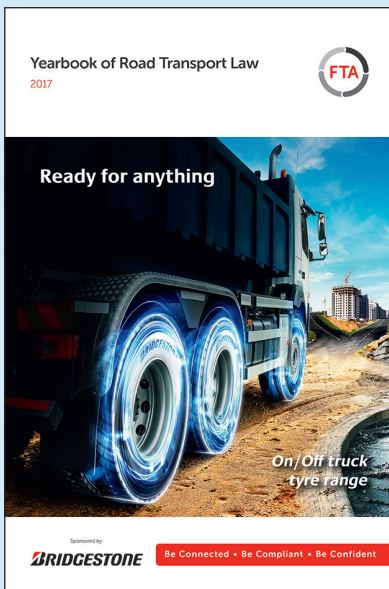


Yearbook of Road Transport Law

2018



The FTA *Yearbook of Road Transport Law* is considered to be the bible for an industry dominated by rules and regulations. It can be found on the desk of virtually every transport and distribution manager – well thumbed and readily available.

The 2018 edition of the Yearbook will again reflect many wide-ranging and significant changes to the complex legislation which controls goods vehicle operation. All sections will be revised and updated as appropriate.

The Yearbook draws on the unrivalled expertise of Freight Transport Association which is one of the largest and most effective trade associations in the UK. We have over 15,600 members which include world and market leaders and over 25,000 potential purchasers. Overall FTA members operate in excess of 200,000 commercial vehicles, that's over half the UK total.

With an initial print run of 13,000 the Yearbook offers high circulation and year round exposure for your products and services.

CONTACT DETAILS

Will Reeves

Sponsorship and Advertising Manager

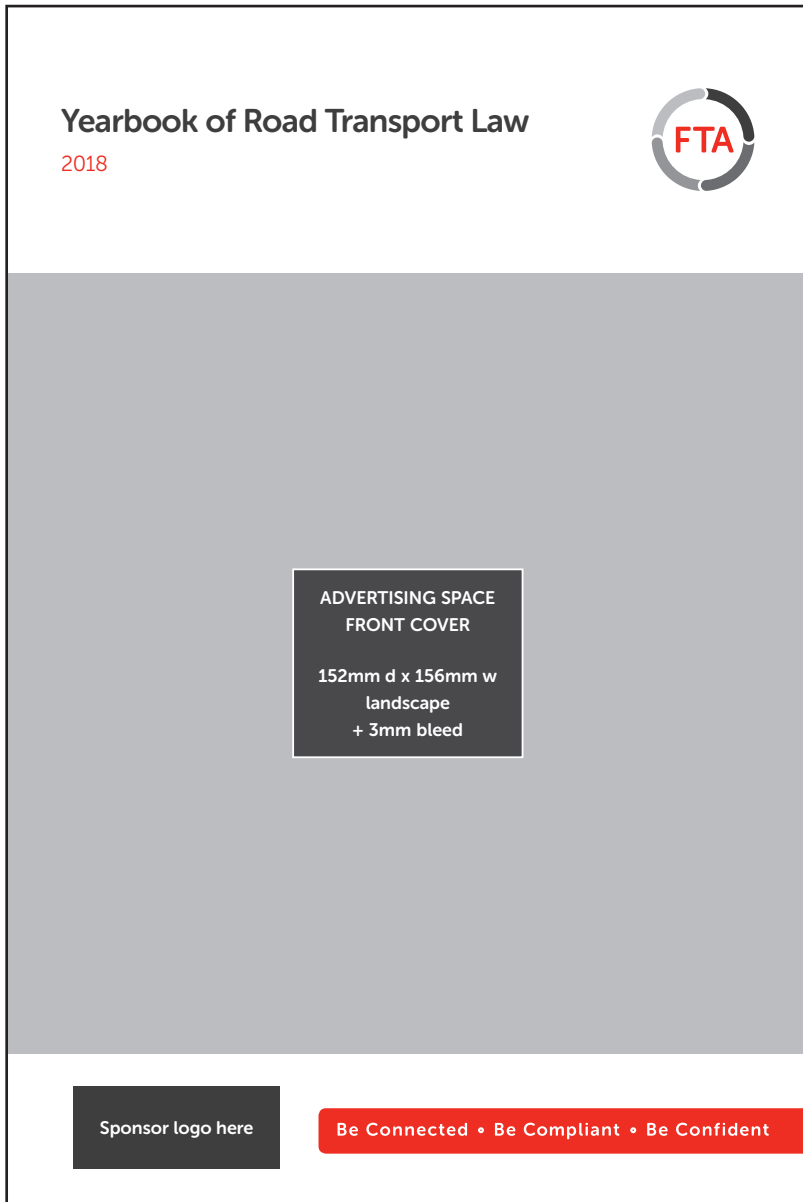
Direct line · 01892 552211*

Mobile · 07818 450470

Email · advertising@fta.co.uk

Be Connected • Be Compliant • Be Confident

Advertising space – front cover



Advertising costs and size

Rates

Position	Colour £	Position	Black only £
Front cover	2,500	Full page	550
Back cover	2,000	Half page	350
Inside front cover	1,500	Quarter page	220
Inside back cover	1,500		

Specifications

Position	depth x width		
	Type (mm)	Trim (mm)	Bleed (mm)
Front cover	–	152 x 156mm*	158 x 162mm
Back cover	–	234 x 156mm	240 x 162mm
Inside front cover/inside back cover	204 x 134mm	234 x 156mm	240 x 162mm
Full page	204 x 134mm	234 x 156mm	240 x 162mm
Half page	92 x 134mm	117 x 156mm	123 x 162mm

* Please see layout on page 2 for branding positioning and allowance

Files Please ensure that you follow the detailed specification requirements supplied on the back page and also on the FTA website: www.fta.co.uk/advertising before supplying files.

For more details please contact [Will Reeves, Sponsorship and Advertising Manager](#).

Email: wreeves@fta.co.uk

COPY DEADLINE • September 2017
PUBLISHED • January 2018
INVOICED • January 2018

Technical specifications

FTA compiles all pages in digital format and requests all advertisers to supply their own copy in one of the following ways.

PDF files

- PDF files to be supplied as composite CMYK
- Files must only contain single page elements
- Pages must be created to include bleed of at least 3mm when required
- Crop marks must be outside the bleed area a 3mm offset is required
- Files must contain all images in high resolution (300dpi), CMYK format and have all fonts embedded
- The creator should apply any trapping requirements if necessary but must be aware of the various application software limitations
- The printer will **not** apply trapping
- **Do not send RGB or Pantone** documents – we use the 4 colour printed process **CMYK**
- If you are using significant areas of solid black please add at least **50% Cyan**
- Combined colour ink density must **not** exceed **300%**

Email

publications@fta.co.uk

Email attachments should be no larger than **10mb**

FTA cannot take responsibility for production errors resulting from non compliance to the technical specifications. Any non compliance resulting in correction by the printer may be subject to additional charges

Tel: 01892 526171*

Fax: 01892 534989

www.fta.co.uk   

Freight Transport Association Limited

Hermes House, St John's Road, Tunbridge Wells, Kent TN4 9UZ • Registered in England Number 391957

*Calls may be recorded
for training purposes

11.16/WR