



## London Irish Supporters' Club

Dear LISC member

### **An opportunity to advertise your business to other LISC members**

The London Irish Supporters Club has decided to publish a business directory in the autumn, almost certainly in November, containing advertisements from LISC members, placed either on their own behalf or on behalf of their employer.

The LISC 'Green Pages' will be an A5 publication, which offers LISC members the exclusive opportunity to advertise to other LISC members. Participation and circulation is therefore restricted to the expanding LISC membership. (Of course, some people may join the LISC simply to take advantage of this opportunity!)

On behalf of your committee I heartily endorse this undertaking, which adds value to your membership. Any profit from the 'Green Pages' will be used for the benefit of LISC members.

Advertising Rates:	Full page	£75	
	½ page	£50	(Can be Landscape or Portrait)
	¼ page	£30	

Entries will be grouped, wherever possible, in categories, in the same manner as Yellow Pages, so Accountants will appear towards the front and Zoos at the back. We will publish the name of the LISC member placing the advertisement, adjacent to it, so that it is immediately apparent.

Printing will be in full colour, so advertising material may be in colour or B&W. Please send us the advertisement as a high resolution electronic file, as you wish it to appear. (You can also have it prepared to your instructions, for an additional fee.)

I attach a space order form, to enable you to book the advertising space you want. Please send this to Robin Clive as soon as possible, together with your cheque for the appropriate amount, made out to LISC.

I wish you and your business the best of luck during the year ahead.

Yours sincerely

Ken Armstrong  
Chairman, London Irish Supporters Club



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### **Technical and Commercial Detail for LISC Green Pages**

Mechanical:	Full Page	210 mm high x 148 mm across
	½ page landscape	105 mm high x 148 mm across
	½ page portrait	210 mm high x 74 mm across
	¼ page	105 mm high x 74 mm across
Material:	Any high resolution electronic file is acceptable (e.g. JPEG, Hi res PDF) but please note that files saved using the RGB colour protocol will be converted to CMYK.	
Deadlines:	1. The deadline for receipt of advertising material is close of business on 21 <sup>st</sup> October 2005. No space orders or advertising material can be accepted after this date, and the money in respect of any space orders for which material has not been received by this date will be returned to the Advertiser less a nuisance charge of £15.	
	2. The deadline for receipt of instructions, copy and logos, illustrations or photographs, in respect of advertisements to be made up by the Publisher is close of business on 30 <sup>th</sup> September 2005.	
	3. Any advertisement made up by the Publisher at the expense of the Advertiser shall be approved by 21 <sup>st</sup> October 2005 or its appearance will be cancelled by the Publisher. No refund of space costs will be made in these circumstances.	

Advertising material is accepted subject to the following:-

- The Publisher is London Irish Supporters Club (LISC) and persons acting with the delegated authority of the LISC committee.
- The Advertiser is the LISC member placing the advertisement, not the business on whose behalf the advertisement is placed.
- The Advertiser indemnifies the Publisher in terms of any statement or representation contained in the advertisement, and warrants that all statements contained in the advertisement are true.
- The Publisher retains the right to reject any advertisement on the grounds of taste, or on legal advice, and any such decision is final.
- The Publisher intends to publish the LISC 'Green Pages' before the end of November 2005. In the event that publication has not taken place by the end of the 2005 calendar year, the Advertiser's money shall be returned by LISC.



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### Space Order

To The Publisher, LISC 'Green Pages', 68, The High Street, Dorchester on Thames, Oxon OX10 7HN.

I wish to purchase advertising space in the LISC 'Green Pages' as follows:-

Name of LISC Member.....

LISC membership number.....

Postal address .....

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Email address if any .....

Work telephone number .....

- I would like to place a (please tick box)
- Full page advertisement
  - ½ page landscape advertisement
  - ½ page portrait advertisement
  - ¼ page advertisement

on behalf of (insert name of business) .....

This is a business ..... which I own / in which I have shares or a partnership / which simply employs me. (Delete as appropriate)

The nature of the business is .....

.....

(Insert a description if there is a risk that we may wrongly classify the business described in the advertisement.)

I attach a cheque for £75 / £50 / £30. (Delete as appropriate)

<p>I shall supply an electronic file containing my advertisement, PLUS a colour print showing the expected image.</p> <p>Signed.....</p>	<p>OR</p>	<p>I would like the Publisher to make up an advertisement to my instructions, and at my expense, but I will authorise this expense only when I receive a quotation for the work.</p> <p>I will supply the information required before the 30<sup>th</sup> September, to enable the quotation.</p> <p>Signed.....</p>
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