

INSTITUTE *for* ARCHAEOLOGISTS YEARBOOK and DIRECTORY

The Institute for Archaeologists advances the practice of archaeology by promoting professional standards and ethics for the conservation, management and study of the archaeological resource.

It is the sole body providing professional accreditation for UK archaeologists.

INSTITUTE *for* ARCHAEOLOGISTS

Cathedral Communications has been publishing the IfA Yearbook since 1998 and has continued to refine and improve its content and design with each annual edition. It now reflects the professionalism of the IfA and its members and is packed with accurate, well presented and useful information.

The IfA Yearbook has been designed to be useful both for IfA members as a ready source for key specialist products and services, and for the UK's top specifiers of archaeological work to help them locate the right specialist for the job. It also features a wide range of colour illustrated technical articles from the top UK and international experts.

HOW IT WORKS

Vital information

The IfA Yearbook provides fascinating editorial information and promotes a wide range of essential products and services for archaeological work.

Targeted circulation

The IfA Yearbook is provided direct to main specifiers and decision-makers in archaeology and closely related fields who need to know about the specialist products and services you provide.

High impact advertising

Advertising in the IfA Yearbook is the most direct route to maintaining and increasing your share of the market. It is an invaluable day-to-day reference for archaeological work specifiers, giving our advertisers maximum market exposure all year round.

WHO USES THE IFA YEARBOOK

We have developed the most effective targeted distribution available. In addition to the 2,500 copies which go to the Institute's front-line members and professional contacts, another 3,000 copies go to individuals and organisations who IfA members advise us specify and commission most archaeological work.

2,500 IfA Members and Key Contacts

1,000 Architectural, Civil Engineering and Surveyors Practices

700 Government Agencies and Amenity Group Officers

500 Developers and Specialist Building Contractors

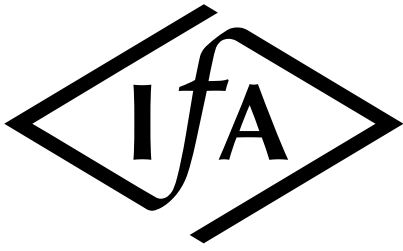
500 Local Government Planning Officers and Archaeologists

300 Environmental Impact Consultants

IF YOUR BUSINESS IS IN ARCHAEOLOGY, MAKE IT YOUR BUSINESS TO ADVERTISE IN THE IFA YEARBOOK

CATHEDRAL
COMMUNICATIONS LIMITED

High Street, Tisbury, Wiltshire SP3 6HA Tel 01747 871717 Fax 01747 871718
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INSTITUTE for ARCHAEOLOGISTS YEARBOOK and DIRECTORY ADVERTISING RATES

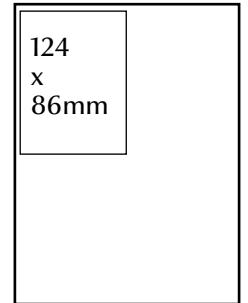
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DISPLAY ENTRIES

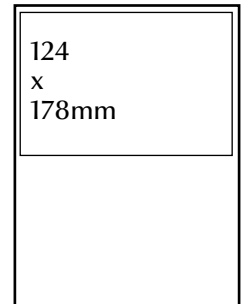
Quarter page colour	£495 + VAT
Half page	£895 + VAT
Full page	£1,495 + VAT
Special position/cover prices on application.	
Fees for advertising are payable within 30 days of publication.	



1/4 page

ARTWORK REQUIREMENTS

WE PREFER TO RECEIVE DIGITAL ARTWORK and can accept most software formats. If possible, artwork submitted should be prepared in InDesign, Illustrator, PhotoShop, QuarkXpress or PageMaker – not in Word or Powerpoint please. Please include all linked/embedded images and logos, and details of all fonts used.

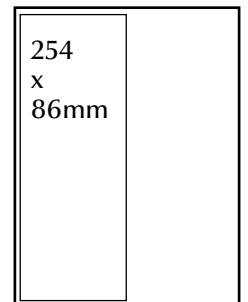


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landscape

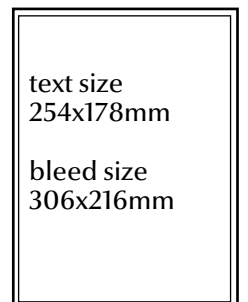
CLASSIFIED TEXT ENTRIES

20 word Member Profile	£75 + VAT
50 word Specialist Product/ Service Profile	£195 + VAT
50 word Specialist Product/ Service Profile with a small colour illustration	£250 + VAT

These entries include the name and one address plus 20–50 words.



1/2 page
portrait



Full page