

# Newslink

The ADI's voice

Founded in 1935, the Motor Schools Association of Great Britain Ltd is the largest organisation devoted entirely to Driving Standards Agency Approved Driving Instructors (ADIs). Newslink is distributed to all MSA members throughout Great Britain and has a potential target readership of 30,000. It carries independent editorial on major national issues of concern to driving instructors, as well as proving a valued means of communication between thousands of small businesses.

As well as comment from a range of independent voices, as well as news and columns from the Department of Transport and the Driving Standards Agency, there is informed news on driving safety, as well as news from the MSA regions, delivering relevant coverage on a national and local basis.

In addition to this, each edition includes road tests and news on the cars driven by ADIs, a significant market for any major car manufacturer.

MSA publications are mailed direct to the homes of members and made available to all driving instructors through their Driving Standards Agency Supervising Examiners and through Driving Test Centres nationwide. Statistically, there are one million new learners each year. Official Government research shows that 98 per cent of learner drivers take lessons with Great Britain's 30,000 ADIs, and around 50 per cent of these new drivers look to buy the type of car they learnt to drive in once they have passed their test.



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Houldsworth Mill, South Mill, Reddish, Stockport, SK5 6DA

# Newslink

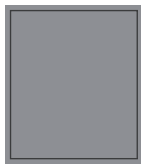
The ADI's voice



## Newslink advertising sizes

**FULL PAGE WITH BLEED**  
Rate £2,000

**346mm X 251mm**



(includes 3mm bleed all round)

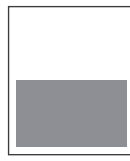
**FULL PAGE**  
Rate £2,000

**300mm X 230mm**



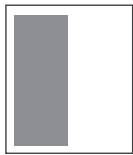
**HALF PAGE**  
Rate £1,200

**148mm X 230mm**



**HALF PAGE**  
Rate £1,200

**300mm X 113mm**



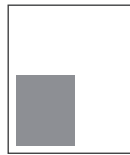
**QUARTER PAGE**  
Rate £684

**72mm X 230mm**



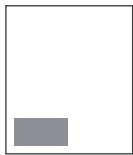
**QUARTER PAGE**  
Rate £684

**148mm X 113mm**



**EIGHTH PAGE**  
Rate £350

**72mm X 113mm**



**DPS WITH BLEED**  
Rate £4,000

**346mm X 499mm**



(includes 3mm bleed all round)

### SERIES DISCOUNT

12 issues published throughout the year  
5% three issues - 10% six issues - 15% 12 issues

### SPECIAL POSITIONS

Special positions are available throughout, prices on request.

### INSERTS

An inserts facility is available, at £115/1000. Inserts must weigh no more than 18g. Inserts weighing more than this limit will be surcharged as per Royal Mail rates

### MECHANICAL DATA

Paper size: 340mm x 345mm      Page area: 300mm x 230mm

Film requirements: Colour/Mono advertisements  
Positive, right reading and emulsion side down, 150 lpi screen (full colour).

Advertisements can also be sent via ISDN (0161 443 3017) in Quark Xpress, InDesign, PDF, tif, eps or Adobe Illustrator formats. Please remember to include all necessary graphic files and/or fonts where licences exist.

Clients unsure of any mechanical details can contact the production department at Imprint Publishing on 0161 443 5059.



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