



# Art & Design College Order Form

## HOW TO ORDER

1. Tick your requirements and complete your company or personal details. Please read the conditions. Orders must be signed.

2. Calculate the amount payable and enter in the AMOUNT box. Prices are in UK Es. VAT at 17.5% must be added. We will supply a VAT invoice.

### 3. Payment

Cheque. Draft a cheque payable to File Fx for the appropriate amount. Mail us this order plus your payment.

Credit Card. Most cards accepted. Complete your card number and expiry date. With SWITCH cards please include issue number. Mail or fax us this order or telephone with your details.

On Account. We can invoice educational establishments on receipt of an official order form/requisition document.

Advertising Agencies	Lists £	Labels £	List & Labels £
Top London Advertising Agencies	64.00 ○	90.00 ○	120.00 ○
Small London Advertising Agencies	36.00 ○	40.00 ○	64.00 ○
Top Regional Advertising Agencies	32.00 ○	46.00 ○	62.00 ○
Small Regional Advertising Agencies	48.00 ○	60.00 ○	80.00 ○

Design Groups	Lists £	Labels £	List & Labels £
Top London Design Groups	46.00 ○	64.00 ○	85.00 ○
Small London Design Groups	60.00 ○	80.00 ○	115.00 ○
Top Regional Design Groups	42.00 ○	50.00 ○	70.00 ○
Small Regional Design Groups	48.00 ○	72.00 ○	80.00 ○
UK New Media Designers	38.00 ○	34.00 ○	54.00 ○

Others	Lists £	Labels £	List & Labels £
London Magazines	30.00 ○	60.00 ○	78.00 ○
UK Book Publishing Companies	36.00 ○	40.00 ○	56.00 ○
Commercial Film Production Companies	36.00 ○	60.00 ○	70.00 ○
Independent TV Production Companies	36.00 ○	76.00 ○	90.00 ○
London Photographers	-	65.00 ○	-
London Photographers Agents	20.00 ○	20.00 ○	34.00 ○
Fashion Companies	42.00 ○	42.00 ○	64.00 ○
Top 200 Advertisers	60.00 ○	60.00 ○	82.00 ○

Combination Deals	Lists £	Labels £	List & Labels £
All four Advertising Agencies	140.00 ○	190.00 ○	280.00 ○
All five Design Groups	170.00 ○	264.00 ○	340.00 ○

Subscriptions (issued quarterly)	Lists £	Labels £	List & Labels £
Top London Advertising Agencies	140.00 ○	-	-
Top London Design Groups	90.00 ○	-	-

Amount £	
VAT @17.5	
Total £	

Name \_\_\_\_\_

College \_\_\_\_\_

Address \_\_\_\_\_

Postcode \_\_\_\_\_

Telephone \_\_\_\_\_

Credit Card No																				
Expiry Date																				

Extra Switch numbers →

Switch issue no →

CONDITIONS Information is sold for your or your college's internal use only. A condition of sale is that the information shall not, in part or in total, be copied, hired, lent, resold or in any way disclosed to a third party. Labels are for one time use only. Consequential damage is not accepted. Your signature denotes acceptance of these conditions

Signature \_\_\_\_\_

Date \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

**File Fx** 83-93 Shepperton Road London N1 3DF Telephone 020 7226 6646 Fax 0870 0517 949  
e-mail info@filefx.co.uk



Tick appropriate circles if ordering a la carte labels and fax back for a quote. Order form prices include

UK ADVERTISING AGENCY	company count	CD <sup>3</sup>	AD <sup>3</sup>	AB <sup>3</sup>	All <sup>3</sup>
TOP LONDON 100	105	304	493	127	924
SMALL LONDON	187	193	72	4	269
TOP REGIONAL 150	145	181	128	43	349
SMALL REGIONAL	390	431	99	-	530
<b>ALL UK AGENCY</b>	<b>851</b>	<b>1109</b>	<b>792</b>	<b>174</b>	<b>2075</b>

UK GRAPHIC DESIGN GROUPS	company count	SD <sup>3</sup>	D <sup>3</sup>	All <sup>3</sup>
TOP LONDON 150	155	320	125	445
SMALL LONDON	500	563	310	873
TOP REGIONAL 120	113	303	119	422
SMALL REGIONAL	650	762	360	1122
UK NEW MEDIA (1)	216	285	52	337
<b>ALL UK DESIGN</b>	<b>1634</b>	<b>2233</b>	<b>966</b>	<b>3199</b>

OTHER UK DATA	company count		All <sup>3</sup>
London Magazines & National press (2)	193	207 Editors <input type="checkbox"/> 286 Designers/ Art Editors/Art Directors <input type="checkbox"/> 646 other Commissioning Editors <input type="checkbox"/> 203 Picture Researchers <input type="checkbox"/>	1342
UK Book Publishing (3)	180	386 Art Editors & Commissioning Editors	386
Commercial Production Cos	257	918 Directors <input type="checkbox"/> 483 Producers <input type="checkbox"/> 156 Production Assistants <input type="checkbox"/>	1680
Independent TV Film Production	540	1650 Selected Exec. Producers, Producers, Directors, Production Managers	1650
Photographers	907	907 London + UK Photographers	907
Photographers Agents	110	110 Photographers Agents plus details on 700 photographers they represent	110
UK Fashion retail	235	480 Selected Buyers and creative staff in top fashion retailers, fashion manufacturers, beauty products, catalogues	480
Top 200 Advertisers (corporates)	195	520 Selected Marketing staff, In-House Designers, PR and Product Managers	520

Notes (1) New Media design:- any design group with more than 80% of work in "new media" ie website design, interactive TV .  
 (2) High circulating consumer press: does not include regional newspapers or trade press.  
 (3) Mainstream consumer publishing; does not include childrens' book or academic publishers.

Key :-

CD - Creative Directors & Executive Creative Directors. AD - Art Directors, Senior Art Directors, Heads of Art. AB - Art Buyers (includes some related job titles who have art buying responsibilities)

SD - Senior Designers, Principals and Creative Directors. D- Designers

Also available but not included in above - Ad Agency Copywriters, TV Personnel, and Print Production personnel. Call if you require these personnel.

Exact figures vary day by day. Use as a guide only.