

# Rate Card

## Rates For Our Tabloid Newspaper

Insertions		1	3	6	11
Discounts for Series		n/a	5%	10%	15%
<b>Full Colour</b>	<b>Size</b>				
Centre Tabloid Page Spread	400x595	£6,175	£5,866	£5,558	£5,249
Double Tabloid Page Spread	400x595	£5,370	£5,102	£4,833	£4,565
Full Tabloid Page	400x288	£3,378	£3,209	£3,040	£2,871
Half Tabloid Page	200x288	£1,742	£1,655	£1,568	£1,481
A4 - Portrait	280x164	£1,758	£1,670	£1,582	£1,494
Quarter Tabloid Page	100x288	£1,073	£1,019	£966	£912
Quarter Tabloid Page	200x122	£1,073	£1,019	£966	£912
Eighth Tabloid Page	100x122	£732	£695	£659	£622
Eighth Tabloid Page	155x80	£732	£695	£659	£622
Strip Advert (page bottom)	10x288	£188	£179	£169	£160
CC Display - ROP	per Column Centimetre	£27.00			
Classified	per Column Centimetre	£21.00			
Box Number		£30.00			
Guaranteed Position - 15% extra					
Guaranteed Right Hand Page - 10% extra					
Front Page (Maximum Eighth Page) - 50% extra					
Back Page - 25% extra					

## Inserts (per 1000)

Loose - up to A4 size weight up to 10gms - £125.00 per thousand  
Over 10gms strictly by negotiation.

## Web Advertising

Link under Services Section	£100.00
Tile on every page (140 pixels wide x 80 pixels high)	£200.00
Banner Ad on every page (411 pixels wide x 63 pixels high)	£250.00
Additional Frames for banner	£25.00

Please note - Banner and Tile adverts may be shared by a maximum of 4 advertisers

## Estate Agency News

Circulation ..... 16,728

Readership ..... 70,000

## Conditions of Sale

Accounts are nett and payable on invoice; in respect of new accounts, pre-payment may be required.

Advertisers' instructions re issue dates, position of advertisements etc., will be complied with wherever possible, but NO GUARANTEES CAN BE GIVEN.

Rights are reserved re non-insertion of advertising material received after stated final copy dates, and charges are made for advertisements cancelled after final copy dates, or during a booked 'series' run of insertions, or for which copy has not been received by due copy dates.

Cancellation dates - 6 weeks prior to publication date.

Estate Agency News reserves the right to approve advertising content, and to withhold insertion without giving reason. Prices are for completed artwork. The publisher reserves the right to pass on additional charges for artwork, etc., carried out on mono or colour advertisements.

## The Only Tabloid Residential Estate Agency Newspaper



Since March 1986, **Estate Agency News** has provided advertisers with unmatched access to Directors, Partners and Principals of virtually every one of the U.K.'s residential Estate Agencies.

**Estate Agency News** represents an authoritative environment in which to advertise to a high quality and responsive audience.

Packed with informative features and up-to-the-minute news items, **Estate Agency News** offers the advertiser the most effective way of being seen by decision makers involved in buying everything from stationery to computer systems.

## Estate Agency News

A MEMBER OF THE OLDROYD PUBLISHING GROUP LIMITED

**KEENANS MILL, LORD STREET  
ST. ANNES on SEA  
LANCASHIRE FY8 2ER**

TEL: 01253 783206

FAX: 01253 783217

website: [www.estateagencynews.co.uk](http://www.estateagencynews.co.uk)

email: [sales@estateagencynews.co.uk](mailto:sales@estateagencynews.co.uk)

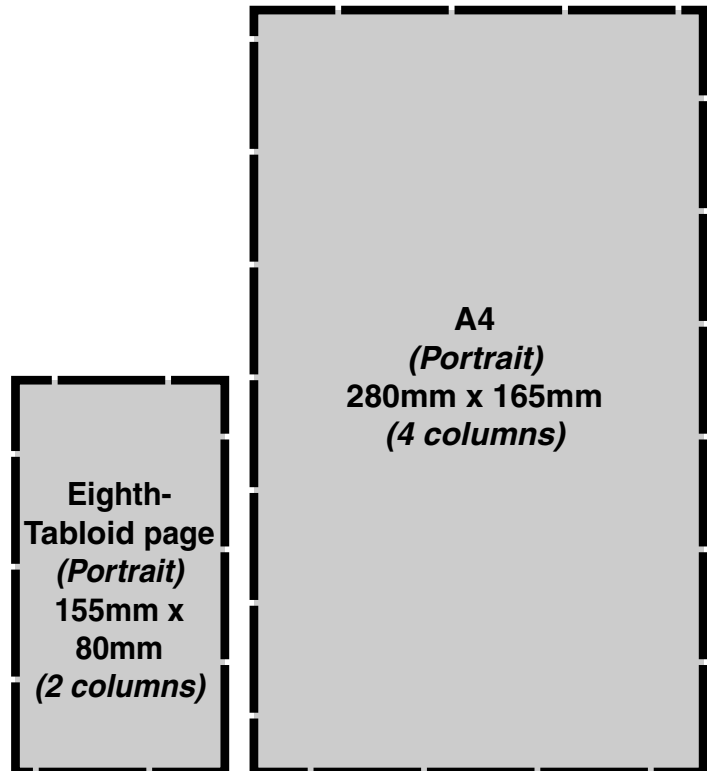
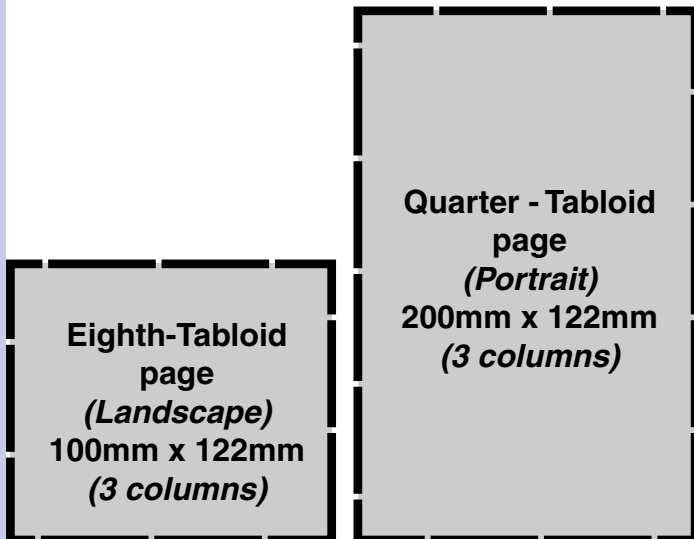
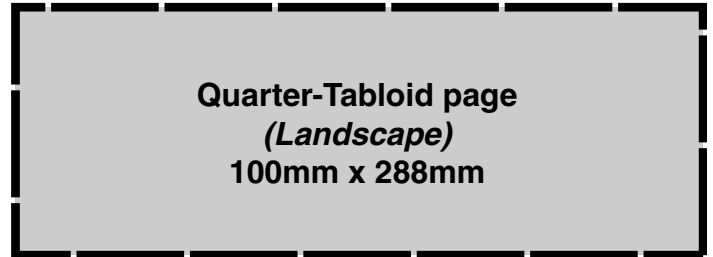
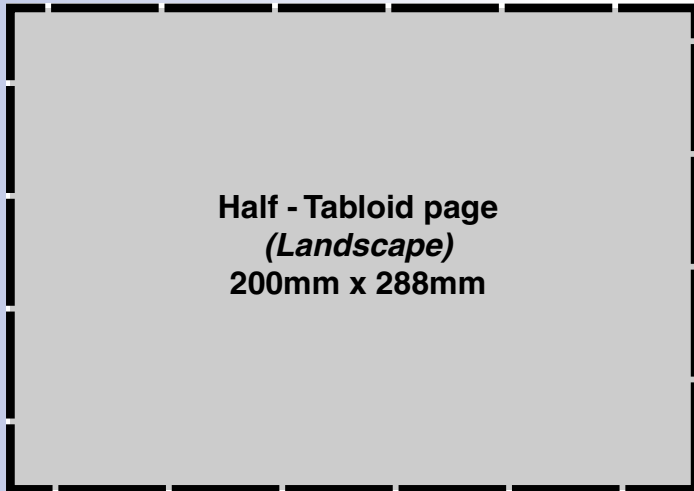
All advertising rates subject to VAT at current rate.

Published **MONTHLY** on the first Tuesday of the month.

Final Copy Date - Tuesday two weeks preceding publication date.

**ALL ADVERTISING COPY/ARTWORKS TO ST ANNES HEAD OFFICE ADDRESS, BY DUE DATES**

**website: [www.estateagencynews.co.uk](http://www.estateagencynews.co.uk)**



(All sizes NOT to scale)

## Mechanical Details of our Full Tabloid Newspaper

Double Page Spread (bleed into spine)	400mm x 595mm wide	
Full Tabloid Page	400mm x 288mm	(7 columns)
Half Tabloid Page	200mm x 288mm	(7 columns)
A4 Portrait	280mm x 165mm	(4 columns)
Quarter Tabloid Page	100mm x 288mm	(6 columns) or 200mm x 122 mm (3 columns)
Eighth Tabloid Page	100mm x 122mm	(3 columns) or 155mm x 80mm (2 columns)

COLUMN		1	2	3	4	5	6	7
WIDTHS	ROP	40mm	80mm	122mm	164mm	206mm	248mm	288mm

SCC: Classified Column Width 40mm.  
Photographs should be screened at 150 lines per inch or unscreened.

COLOUR: We require final finished film (positives) right reading, emulsion side down, screened at 150 lines per inch.