



Yorkshire Reporter MEDIA PACK

West Yorkshire's Biggest FREE To Pick Up Independent Newspaper

32,000 COPIES PICKED UP LOCALLY EVERY MONTH
OVER 400 SELECTED LOCAL OUTLETS

Client Direct Advert Sizes & Prices

SIZE	PRICE	DIMENSIONS w x h
FC BANNER	£150	129mm x 40mm
DOUBLE PAGE	£800	548mm x 320mm
FULL PAGE	£400	259mm x 320mm
1/2 (P)	£300	129mm x 320mm
1/2 (L)	£300	259mm x 160mm
1/4	£200	129mm x 160mm
LARGE DISPLAY	£125	86mm x 160mm
MEDIUM DISPLAY	£70	86mm x 79.5mm
CLASSIFIED ADVERTISING		
LARGE	£50	85mm x 100mm
MEDIUM	£25	85mm x 50mm
PUBLIC NOTICES & EVENTS		
PUBLIC NOTICE	£600	85mm x 100mm
LARGE EVENT	£30	85mm x 100mm
MEDIUM EVENT	£15	85mm x 50mm
FUNERAL SECTION ADVERTISING		
LARGE	£100	85mm x 140mm
MEDIUM	£60	85mm x 70mm

ALL PRICES ARE PLUS VAT. PAID MONTHLY PRIOR TO PUBLICATION

Distributed throughout Leeds & surrounding areas

Booking deadline is the 17th of each month

Copy deadline is 21st of each month

UNLESS PRIOR ARRANGEMENTS ARE MADE

The Yorkshire Reporter is FREE to pick up from;

Many selected supermarkets, usually in the doorway or near the tills.

In your local -

Sainsbury's 

ASDA  TESCO 
Every little helps

  MORRISONS

Also available from;

Shopping Centres, News Agents, Community Stores, Coach Companies, Cafés, Libraries, Garden Centres, Window Companies, Fish & Chip Shops, Pawnbrokers, Restaurants, Hotels, Bicycle Shops, Hair salons, Computer Shops...

...and **Many! Many! More Outlets**

For further information contact us

tel. 0113 273 5000 mob. 07850 285 195

email. advertising@yorkshirereporter.co.uk

TRUSTED, EFFECTIVE, LOCAL

TESTIMONIALS...

LEEDS GLASS

We have been advertising in the Yorkshire Reporter every month now from day 1. It generates a regular feed of genuine sales leads and enquiries to our company.

A professionally run paper with interesting articles and news stories, run by professional, friendly, helpful staff.

Steve Green

READER

I first read the Yorkshire Reporter when I started a new job in east Leeds. I picked up my first free copy from Cross Gates Centre and I have been reading the paper ever since. I feel there is something for everyone in it. I enjoy the competitions, the gardening section and the history section. I was completely gutted when I was transferred to South South East and couldn't grab my monthly copy but found I could still access it online. Overtime the paper format has become a popular sight in many shopping outlets in this area. I look forward to reading my monthly with a cuppa!

Cheryl Elsom

LEEDS TEACHING HOSPITALS NHS TRUST

Our hospitals provide services for patients all across Yorkshire so it is fantastic when stories about the great work of our teams can reach those same people through the pages of Yorkshire Reporter. Happy 6th anniversary - I look forward to many more!

Julian Hartley, Chief Executive

ADVERTISER

Andrews Decorators has been advertising with the Yorkshire Reporter for over 3 years now and have seen our customer base expand quite a lot and work come from the ad at a constant steady flow.

I first saw the YR while visiting St James's Hospital and after reading through it I instantly thought it would be a good fit for us and our plans for expansion.

Brian and the team have always been helpful, their advice has been invaluable and always on a personal and friendly level.

We are looking forward to continuing our success with them for the next few years and wish them all the best on their 6th anniversary

JOSH WARRINGTON & TEAM

The support and coverage we have received whilst climbing to the top of our chosen sport has been phenomenal. A massive thank you to Yorkshire Reporter for always helping promote the very best of all things Yorkshire

Team Warrior

READER

The Yorkshire Reporter has everything I need in a free tabloid style paper... local information, stories, competitions. features and news, plus the distribution is superb, I can pick it up easily in loads of local locations.

Happy 6th Birthday to The Yorkshire Reporter!

Jeanette Hudson

DOGS TRUST

The Yorkshire Reporter has been a great supporter of Dogs Trust Leeds and it's always fantastic to see our lovely dogs featured. I love the fact that the Reporter contains local and regional news.

*It always makes for an interesting read and it definitely helps us spread the word about
Dogs Trust Leeds.*

Amanda Sands, Dogs Trust
Leeds Manager

READER

The Yorkshire Reporter has an excellent variety of local news and articles providing interest for a full range of people of different ages and lifestyles. YR gives local information on current and historical facts not found elsewhere in newspapers.

Christine Blunt

SPECTACULAR EYEWEAR

The Yorkshire Reporter has been a big part of our marketing for several years.

Our adverts always look professional and eye catching thanks to Chris and his design skills.

The wide coverage continues to bring us new customers and we would have no hesitation recommending Brian and his team who are always a pleasure to deal with.

Rachael

COSTCO

Well done on six years of accurate reporting, stories, activities and advertising.

The Yorkshire Reporter is a great way for us to advertise to a large amount of our local community, the newspaper is easily accessible, engaging and always a great read.

Charlotte

UNITY HOMES & ENTERPRISE

A very happy sixth birthday to the excellent Yorkshire Reporter team. The newspaper has a well-earned reputation for covering a diverse mix of community-focused stories with a positive feel. It offers an essential insight into what is going on across Yorkshire and underlines why people have such pride in living and working here. The Yorkshire Reporter is a must read publication which I look forward to picking up each and every month.

Ali Akbor, Chief Executive

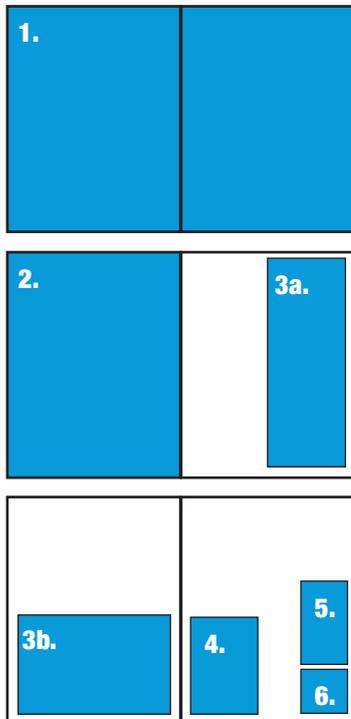
EAST LEEDS HISTORY & ARCHAEOLOGY SOCIETY

Since the very first issue, the Yorkshire Reporter has been a great supporter of the East Leeds History and Archaeology Society, and for this we are very grateful. The newspaper has not only published details of our meetings and events, but has also covered other activities such as the Barnbow Memorial Garden Competition. This has resulted in some great publicity for our society. We have also been privileged to submit articles to be printed, and this has led to the stories of east Leeds, so important to us, reaching a wider audience.

The support of this local newspaper has, over the years also given our society a much higher profile than we would otherwise have had, and is a great local resource, publishing as it does a wide variety of articles. The subject matter of these articles allows something for everyone, covering many different interests and showcasing all that local businesses have to offer. The opportunity to take part in competitions every month is an added bonus. We look forward to picking up the Yorkshire Reporter each month and know that we have to be quick off the mark to get one as copies go very quickly.

Jacki & Bob Lawrence

AGENCY ADVERTISING RATES - PRIOR TO DISCOUNT



PRIME POSITION	DIMENSIONS w x h	COST per month
Front Page Sponsorship Banner	129mm x 40mm	£150 + vat
DISPLAY		
1. Double Page Spread	548mm x 320mm	£900 + vat
2. Full Page	259mm x 320mm	£450 + vat
3a. Half Page (P)	129mm x 320mm	£350 + vat
3b. Half Page (L)	259mm x 160mm	£350 + vat
4. Quarter Page	129mm x 160mm	£250 + vat
5. Large DISPLAY	86mm x 160mm	£150 + vat
6. Medium DISPLAY	86mm x 79.5mm	£84 + vat
PUBLIC NOTICES - NO DISCOUNT RATE AVAILABLE		
Public Notice	85mm x 100mm	£600 + vat

AGENCY DISCOUNT 10%

TECHNICAL DATA...

SUPPLIED ARTWORK

Complete adverts can be supplied on CD or via email. Send to studio@yorkshirereporter.co.uk. Please note that we have an email box size of 10meg. Your email must be smaller than this in order for it to come through. If your file is too big, please use www.yousendit.com (or similar) or call us for further help.

SUPPLIED FILE DEADLINE

19th of each month for order booking. If supplying own artwork, completed files by 23rd of each month.

SUPPORTED FILE FORMATS

Hi-res, font embedded pdfs. High Resolution (300dpi) Photoshop files.

PREVIOUSLY PRINTED MATERIAL

Brochures, magazines etc can in some instances be accepted although there are copyright issues to consider. Please note; scanning from printed materials may give a poorer reproduction.

IN-HOUSE ARTWORK PREPARATION

Where no existing artwork exists, an in-house design service is available. The following list outlines the information that we would require to prepare an advert on your behalf;

- A sample of a previous advertisement with appropriate amendments, a specific layout which you want us to reproduce or a rough draft of your requirements
- Company logos, name styles and trade logos should ideally be Hi-res files and sent to us by email, alternatively we can accept letterheads, compliment slips or a corporate brochure
- Please confirm who should receive the advertisement proof and their email address
- Indicate any text which requires highlighting either in bold lettering or in colour
- Where specific colours are requested Pantone colour references must be supplied. However, due to the constraints of the 4 colour (CMYK) printing process, a perfect match cannot be guaranteed
- Photographs can be provided as either colour or black and white images, prints or transparencies.

If you need any photographs/original files returning please state this clearly and enclose a stamped SAE to:

Yorkshire House, Hansby Close LS14 6JX