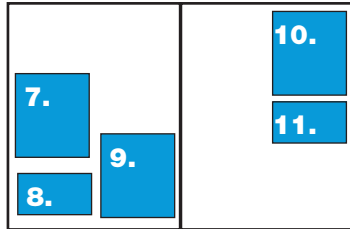
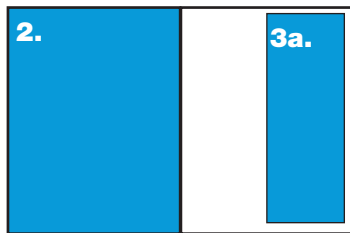


Yorkshire Reporter

ADVERTISING RATES...



PRIME POSITION	DIMENSIONS w x h	COST per month
Front Page Sponsorship Banner	129mm x 40mm	£350 + vat

DISPLAY

1. Double Page Spread	548mm x 320mm	£1286 + vat
2. Full Page	259mm x 320mm	£643 + vat
3a. Half Page (P)	129mm x 320mm	£500 + vat
3b. Half Page (L)	259mm x 160mm	£500 + vat
4. Quarter Page	129mm x 160mm	£358 + vat
5. Large DISPLAY	86mm x 160mm	£215 + vat
6. Medium DISPLAY	86mm x 79.5mm	£115 + vat

SPECIAL POSITIONS AVAILABLE WITH AN ADDED **20% PREMIUM**

3 month contract 20% discount
ON DISPLAY ADVERTISING

12 month contract 30% discount
ON DISPLAY ADVERTISING

6 month contract 25% discount
ON DISPLAY ADVERTISING

PRE PAY for an extra 5% OFF

CLASSIFIED, EVENTS & NOTICES

7. Large CLASSIFIED	85mm x 100mm	£59.99 + vat
8. Medium CLASSIFIED	85mm x 50mm	£29.99 + vat
9. Public Notice	85mm x 100mm	£350 + vat
10. Large Event	85mm x 100mm	£15 + vat
11. Medium Event	85mm x 50mm	£10 + vat

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