

# ADVERTISING RATES

## from January 2007

### A GUIDE TO USING YOUR RATE CARD:

1. Choose which category of advertising is appropriate, either within our news pages or classified sections. If you are uncertain which would be best suited to your needs our friendly advisors are pleased to lend their experience.
2. See which rate applies.
3. Add any surcharges if applicable
4. You will now have your amount payable (exclusive of VAT) in terms of either :
  - a) A flat rate to pay, or
  - b) A rate payable per single column centimetre of total ad space.

If this is the case, you can work out your ad space by multiplying the centimetre depth of your ad by the number of columns that it is wide (our column widths are shown below - find the number closest to your size) cm DEPTH x WIDTH in number of columns = TOTAL AD SPACE. Now multiply your TOTAL AD SPACE by the Rate you have decided upon.

This will give your amount payable (excl. VAT).

**Thank you for choosing our newspaper.**  
**We look forward to working with you.**

### COLUMN SIZE GUIDE: WIDTHS

1=2.7cms	4=11.7cms	7=20.7cms
2=5.7cms	5=14.7cms	8=23.7cms
3=8.7cms	6=17.7cms	9=27.0cms

**ABC JULY - DECEMBER 2005**  
**Harborough Mail Series 13120**

**ABC JANUARY - JUNE 2006**  
**Harborough Mail Series 13224**

## Harborough Mail

### Contacts

Advertisement Manager **Andrew Cox**  
Sales Manager **Amanda Palfrey**  
9 Northampton Rd, Mkt Harborough,  
Leicestershire, LE16 9HB

### Contact Numbers

**Advertising:** 01858 436060  
**Editorial:** 01858 436000  
**Fax:** 01858 410097

**Ad doc:** DX 27304 Mkt Harborough

### National Contacts

### Mediaforce

1 Gunpowder Court, Fleet Street, London  
Telephone **0207 583 2100**



	HM	HC	BOTH
<b>BASIC PRICE</b> single column cm	£3.88	£1.55	£4.94
<b>DISPLAY ADVERTISING</b>			
Display Full Page	£1187.28		
Display Half page	£593.64		
Display Front/Back Page Solus	£196.94	£226.80scc	N/A
Display per 1 single column cm	£3.88	£1.55	£4.94
<b>Surcharges</b>			
guaranteed position	25%	25%	25%
display per single column cm			
<b>Full Colour</b>			
display per single column cm	30%	30%	30%
<b>CLASSIFIED ADVERTISING</b>			
<b>Public Notices</b>			
Display per 1 single column cm	£6.27	£2.06	£7.73
<b>Property</b>			
Display per 1 single column cm	£3.94	£1.96	£5.15
<b>Motors</b>			
Display per 1 single column cm	£3.88	£1.65	£4.88
<b>Features</b>			
Display per 1 single column cm	£4.49	£2.57	£6.18
<b>Entertainments</b>			
Display per 1 single column cm	£3.88	£1.65	£4.88
<b>Employment</b>			
Lineage per word, (min 25 words)	£1.11 per word		
Display per 1 single column cm	£10.95	£2.06	£12.36
<b>Classified</b>			
Lineage per word, (min 25 words)	£0.59 per word		
Display per 1 single column cm	£3.88	£1.65	£4.88
<b>BMD</b>			
Lineage, Display per 1 single column cm	£3.88	N/A	N/A
<b>Harborough Today</b>			
Per 1 single column cm	£0.45	N/A	N/A
<b>Jobs Today</b>			
Per single column cm	£1.10	N/A	N/A