



Ad-MAG

Motors Rate Card

Rate card effective from 1st September 2003

Promote your business in both the East Midlands Ad Mag & reach an average weekly readership of 132,000 readers every week

LINAGE

STYLE	DESCRIPTION	COST EX VAT
MINI BOLD	Text up to 15 words	£5.17
BOLD	Text up to 45 words	£6.86
SEMI DISPLAY	Ruled top and tail ad, bold Header and Phone No plus 30 words	£9.52
SUPER SEMI DISPLAY	As above text copy of up to 50 words	£11.28

MINI DISPLAY

All advertisements charged at £3.08 per single cm (excl 3x1 and 4x1 advertisements)

3x1	£12.00	3x2	£18.48
4x1	£15.00	4x2	£24.64
5x1	£15.40	5x2	£30.80
6x1	£18.48	6x2	£36.96
7x1	£21.56	7x2	£43.12
8x1	£24.64	8x2	£49.28
9x1	£27.72	9x2	£55.44
10x1	£30.80	10x2	£61.60

DISPLAY ADVERTISING

FULL PAGE	£253	QUARTER PAGE	£93
THREE QUARTER PAGE	£214	EIGHTH PAGE	£68
HALF PAGE	£159		

COLOUR ADVERTS
PLEASE ADD 30% ON
ABOVE RATES
15% AGENCY
DISCOUNT

All Correspondence to:
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