



## 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** excluding Personal

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

### **MINI DISPLAY** (3 x 1 to 10 x 2 excluding Personal)

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

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

### **DISPLAY ADVERTISING** Excluding Personal & Motors)

<b>FULL PAGE</b>	<b>£368</b>
<b>THREE QUARTER PAGE</b>	<b>£291</b>
<b>HALF PAGE</b>	<b>£229</b>
<b>QUARTER PAGE</b>	<b>£136</b>
<b>EIGHTH PAGE</b>	<b>£97</b>

**COLOUR ADVERTS  
PLEASE ADD 30% ON  
ABOVE RATES**

**All Correspondence to:**  
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