

Advertising Rates from January 2012

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 and expertise.

2. See which rate applies.

3. Add any surcharges if applicable.

4. You 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 its width in the number of columns (our column widths are shown below - find the number closest to your ad 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 you your amount payable (excluding VAT).

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

COLUMN SIZE GUIDE: WIDTHS

1=2.8cms	4=11.6cms	7=20.5cms
2=5.7cms	5=14.6cms	8=23.5cms
3=8.7cms	6=17.6cms	9=26.5cms

ABC Jan - June 2011

Louth Leader : 8,189

Horncastle News : 4,476

Skegness Standard : 8,549

Market Rasen Mail : 3,559

Sleaford Standard : 2,917

Boston Standard : 8,395

Lincolnshire Citizen : 23,290 Jan-June 2011 100% free

Contact:

Group Advertisement Manager

Lisa Mitchell

Lincolnshire Newspapers

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ROP RATES PER COLUMN/CENTIMETRE

www.louthleader.co.uk

www.horncastlenews.co.uk

www.bostonstandard.co.uk

www.skegnessstandard.co.uk

www.marketrasenmail.co.uk

www.sleafordstandard.co.uk

Louth	£3.68
Skegness	£3.68
Horncastle	£3.11
Market Rasen	£3.11
Boston	£3.55
Sleaford	£2.90
CITIZEN*	£5.89
* £1.00 is straight repeat from any other title	

CLASSIFIED RATES PER COLUMN/CENTIMETRE

(Louth, Skegness, Horncastle, Market Rasen)

General Classified	£7.57
Property	£2.97
Situations Vacant**	£17.72
Public Notices*	£10.66
**Packaged with CITIZEN , Internet & Jobs Today	
*Packaged with CITIZEN and Internet	

CLASSIFIED RATES PER COLUMN/CENTIMETRE

(Boston/Sleaford)

General Classified	£5.85
Property	£3.86
Situations Vacant	£9.81**
Public Notices	£9.06*
Full page rates will be 10% lower than the above except	
Sits Vac and Public Notices	
**Packaged with CITIZEN and Internet & Jobs Today	
*Packaged with CITIZEN and Internet	

MOTORS PACKAGE TO INCLUDE:

Louth, Skegness, Horncastle, Market Rasen, Boston, Sleaford		
	Full page	< page
	£1.92 pccm	£2.41 pccm
CITIZEN*	£5.72 pccm	
*£1.00 is straight repeat from any other title		
Surcharges to guarantee: Colour 30% Position 10%		

INTERNET - ALL SITES (PER SITE)

Leaderboards	£12 cpm
Skyscrapers	£10 cpm
MPU	£14 cpm
Video MPU	£14 cpm

Boston Standard

MARKET Rasen Mail

Sleaford Standard

Horncastle News

Skegness Standard

Louth Leader