

Teesdale Mercury

RATE CARD

Rate Card 1st September, 2007. Cancels all previous rate cards
(VAT at 17.5% has to be added to the following rates)
Reg. Office: 24 Market Place, Barnard Castle, Co. Durham DL12 8NB
Tel: 01833 637140 Fax: 01833 638633
ISDN: 01833 695912
email (orders): pamela.rodriguez@teesdalemercury.co.uk
e-mail (artwork): studio@teesdalemercury.co.uk
Web site: www.teesdalemercury.co.uk

Contacts

Classified and Display
Senior Sales Executive: Pamela Rodriguez
e.mail: pamela.rodriguez@teesdalemercury.co.uk

Frequency: Weekly (Wednesday)
Price 45p
Circulation: 6,500 *ABC Audited Circulation
Jan-June 2007.

Display Rates

Mono
ROP scc £3.10
Frequent advertisers: rates on application
Full Page £810.00
Half Page £405.00

Classified Rates

Lineage (minimum 12 words) 50p per word
Recruitment scc £4.70
Public and Legal Notices scc £6.50
Private Property Sales scc £4.70

Colour

Colour Rates: On request
Spot Colour Rates: On request

Deadlines

Booking Wednesday prior to publication
Copy Wednesday prior to publication
Classified 12 noon Friday
Cancellation 10am the Wednesday
preceding publication date

Specifications

Advertisement Sizes
Full page 450mm x 338.5mm
Half Page 225mm x 338.5mm
No. of Columns 7
Width of Columns

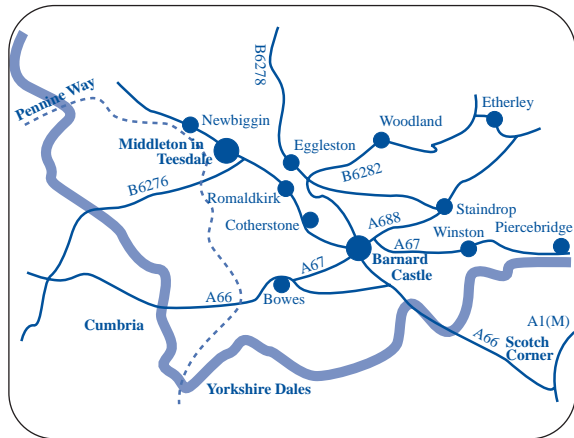
1	45mm
2	94mm
3	143mm
4	192mm
5	240mm
6	289mm
7	338.5mm

Production

Material: Mono, CRA
DTP: Apple Macintosh programmes:
Quark Xpress 4.1, Freehand 10,
Photoshop 6.0, Illustrator 7.0
Acceptable formats: ISDN (document.eps &
PDF's - fonts embedded), CD disk, Zip disk, Mac-
formatted floppy disk, e-mail
Print method: Sheet fed offset litho
Screen ruling: 80 lpc

Leaflet Inserts: Unfolded, single sheet up to A3,
minimum charge £265.00
Other formats by negotiation

Dale Life Quarterly Colour Magazine
S.C.C. £4.10



Conditions

Advertisements must be authenticated by the name and address of the sender.
Engagement announcements, in addition, must be authenticated by the signatures of both contracting parties. Whilst every effort will be made to meet customers' wishes, all advertisements are accepted on the following terms:
No undertaking is given that any advertisement or series of advertisements or any one or more of such series will be published on any special dates at all.
The Proprietors shall not be liable for any alteration to or inaccuracy in the text of any advertisement published.
The Proprietors reserve the right to decline any copy or artwork of which they do not approve, no matter whether an order has been accepted or not.
The insertion of advertisements ordered by an Advertising Agency is governed by the terms existing between the Agency and the Newspaper Society.
The placing of an order or contract will be deemed an acceptance of these conditions.
All gross advertising rates (except classified lineage and semi-display) are subject to an 0.1% Advertising Standards Board of Finance (ASBOF) surcharge, payable by advertisers, to help finance the self-regulatory system, administered by the Advertising Standards Authority.

