

# Advertising Rates Bi-weekly Newspaper

General (prices are per insertion)	1 Edition	6 Editions/3 months	12 Editions/6 months	24 Editions/12 months
<b>A</b> 25.5 x 36cm Full page	425€	400€	375€	325
<b>B</b> 19 x 28cm	350€	325€	300€	250€
<b>C</b> 25.5 x 18cm 1/2 page	250€	225€	200€	175€
<b>D</b> 12.5 x 36cm 1/2 page vertical	250€	225€	200€	175€
<b>E</b> 12.5 x 18cm 1/4 page	155€	145€	135€	120€
<b>F</b> 9 x 25.5cm 1/4 page horizontal	155€	145€	135€	120€
<b>G</b> 12.5 x 9cm 1/8 page	75€	70€	65€	60€
<b>H</b> 6 x 18cm 1/8 page vertical	75€	70€	65€	60€



- **Per Single column cm** ..... **2.10€**
- For full colour add **40%** • Guaranteed position add **25%**

Column widths:	<b>1</b> = 2.8cm	<b>2</b> = 6.1cm	<b>3</b> = 9.3cm	<b>4</b> = 12.5cm
	<b>5</b> = 15.7cm	<b>6</b> = 19cm	<b>7</b> = 22.3cm	<b>8</b> = 25.5cm

## Home & Gardens & Classified sections

Basic box advert	Small box advert	Economy advertising
4cm x 4.6cm	6cm x 4.6cm	6cm x 6cm
<b>6 issues 59.40€</b>	<b>6 issues 105.30€</b>	<b>6 issues/3 months 140.00€</b>
		6cm x 9cm <b>6 issues/3 months 190.00€</b>

All prices are subject to 16% i.v.a. All advertising must be pre paid. Monthly direct debit available. Prices may be subject to change.

## Preferred copy formats:

- QuarkXpress EPS file including embedded pictures and fonts (CMYK)
- Illustrator/Freehand EPS file with embedded pictures and fonts (CMYK)
- Photoshop file saved as TIFF or EPS (not JPEG encoding) (CMYK)
- PDF (CMYK) Acrobat 4 (1.3) compatibility

## Artwork can be accepted on the following formats:

CD or Email; info@inlandtrader.net

*If you would like a specialist advert design*

Quarter page	12€
Half page	16€
Full page	20€

## Conditions of Acceptance

Orders for insertion of advertisements are accepted subject to the following conditions:

- Advertisement copy shall be legal, decent, honest and truthful; shall comply with the British Code of Advertising Practice and all other Codes under the general supervision of the Advertising Standards Authority, and shall comply with the requirements of current legislation.
- While every endeavour will be made to meet the wishes of advertisers, the publisher does not guarantee the insertion of any particular advertisement. The publisher also reserves the right to decline advertisements even though they may have previously agreed to publish the same.
- It is the advertiser's responsibility to notify the

publisher of any mistake or inaccuracy in an advertisement immediately it appears. No responsibility will be accepted by the publisher for errors appearing in a series of advertisements if notification of such errors is not made after the first insertion.

4 In the event of any error, misprint or omission in the printing of an advertisement or part of an advertisement the publisher will either reinset the advertisement or relevant part of the advertisement as the case may be or make a reasonable refund or adjustment will be made where the error, misprint or omission does not materially detract from the advertisement. In no circumstances shall the total liability of the publisher for any error, misprint or omission exceed (a) the amount of a full refund of any price paid to the publisher for the advertisement in connection with which liability arose or (b) the cost of

a further or corrective advertisement of a type and standard reasonable comparable to that in connection with which liability arose.

5 The copyright for all purposes in all artwork, copy and other material which the publisher or his employees have contributed to or reworked shall vest in the publisher.

6 The publisher shall not be liable for any loss or damage occasioned by any total or partial failure (however caused) of publication or distribution of the magazine in which any advertisement is scheduled to appear.

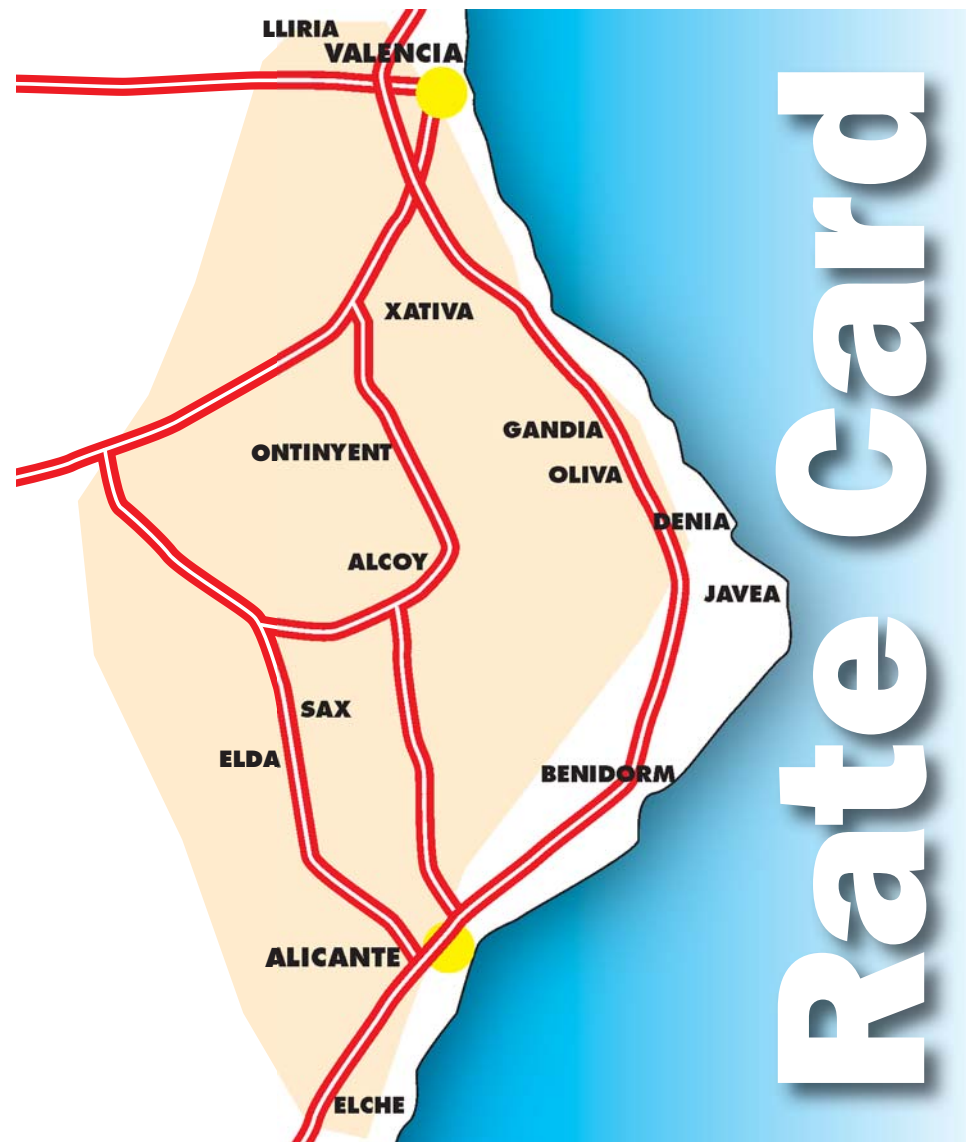
6 The placing of an order for the insertion of an advertisement shall amount to an acceptance of the above conditions and any conditions stipulated on an advertiser's order form or elsewhere shall be void insofar as they are in conflict with them.

NEWS BUSINESS PROPERTIES CLASSIFIEDS WHAT'S ON INFORMATION

FIRST & BEST FOR INLAND ADVERTISING

# Inland Trader

Est. 2004 www.inlandtrader.net FREE



# Rate Card

Full edition also available to download at:

[www.inlandtraderonline.com](http://www.inlandtraderonline.com) & [www.inlantrader.net](http://www.inlantrader.net)