

## LIME advertising rates applicable from January 2007

<b>Advert size</b>	<b>Format</b>	<b>Booking frequency</b>	<b>Cost per issue</b>
Full page	Mono – Black	Single issue booking	£190
Full page	Mono – Black	3 issue booking	£175
Full page	Mono – Black	5 issue booking	£160
Full page	Mono – Black	10 issue booking	£145
Half page	Mono – Black	Single issue booking	£120
Half page	Mono – Black	3 issue booking	£110
Half page	Mono – Black	5 issue booking	£105
Half page	Mono – Black	10 issue booking	£100
Full page	4 colour	Single issue booking	£260
Full page	4 colour	3 issue series booking	£240
Full page	4 colour	5 issue series booking	£215
Full page	4 colour	10 issue series booking	£200

Prime Location placing (when available), i.e. back cover, inside front/back cover and centre pages incur an additional charge of £50 per page per issue. Prime Location adverts are only available at 4 colour rate.

With 5 or 10 issue series advertisement bookings, unless advert rotation is agreed at time of first placement, 2 months notice of advert change is required, or a surcharge of £60 will apply if change is required earlier.

Pre printed A5 size ‘flyers’ (or folded A4 page) can be inserted in any issue at a cost of £135.00p each (discount offered if 2 or more inserts placed in same issue).

Professional advert/flyer design and printing services are available – please enquire for details and costs for these services.

LIME is published as 10 issues per annum, with the first issue being posted early February, and tenth issue posted late November/early December. We aim to provide as much flexibility with deadlines and copy dates as possible in order to incorporate the latest news items and accommodate short notice announcements by advertisers. In general deadline copy date is the last working day of the month for the issue to be printed early in the following month. E.g. 31<sup>st</sup> January 2007, for inclusion in issue printed early February 2007. Please contact us for month by month details. *(We aim to be flexible in our approach whenever we can!)*

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