

ratecard 2008

The  Herald

sundayherald

DISPLAY MONO

SCC - run of Week	£26.50scc
SCC - 3 day option	£28.00scc
SCC - Fixed day	£29.50scc
Full Page	£11,500
Guaranteed position premium (other than special positions below)	+10%

SPECIAL POSITIONS

Front Page Solus Main Paper	£43.50scc
Back Page Solus (Max 20 x 4)	£29.50scc
Share Square (8 x 2) 86mm wide	£477
Unit Trust Square (8 x 2) 86mm wide	£411
TV page (20 x 2)	£29.50scc

DISPLAY COLOUR (premium added to above mono rates)

Size 100cm or above	+30%
Size under 100cm	+50%
Single spot colour	+15%

THE HERALD MAGAZINE

Full Page Colour	£6000
Half Page Colour	£3300
Quarter Page Colour	£1800
1st DPS Colour	£14000
Outside Back Cover	£7500
Inside Front Cover	£7000

CLASSIFIED ADVERTISING RATES

	Lineage (£)	Semi Display (£)scc	Full Display (£)scc
Recruitment Mono (inc. Sunday Herald)	14.00	60	93
Recruitment Full Colour	-	-	+25%
Recruitment (H & T)	17.50	82.00	103.00
Property - Scotland's Homes	7.80	-	29.90
Commercial Property	-	-	29.90
Business	6.30	-	28.00
Motors	5.00	-	26.50
Travel & Retail	-	15.75	26.50
Entertainments	6.00	22.50	26.50
Services	5.00	-	10.50
Public Notices	8.00	-	46.50
Churches, Charities	2.50	7.00	14.00
Intimations and Announcements	5.00	-	-
Happy style	-	11.80	-
Saturday	-	-	16.25

Features, Inserts & Sponsorship Details on Request

DISPLAY

ROP	£15scc
Full Page	£3,570.00
Guaranteed position premium	+ 10%

SPECIAL POSITIONS

Page 3 (Max 70cm)	£18scc
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DISPLAY COLOUR (premium added to above mono rates)

Size 100cm or above	+30%
Sizes under 100cm	+50%
Single spot colour	+15%

MAGAZINE RATES

Full Page Colour	£3,000
Half Page Colour	£1,650
Quarter page Colour	£900
1st DPS Colour	£7,000
Outside Back Cover	£3,750
Inside Front cover	£3,500

RECRUITMENT (display only)

Dual Paper (Sunday + The Herald)	£93.00
Full Colour premium	+25%
Sunday Herald Solus	£31scc
Semi-Display (Sunday Herald + The Herald)	£60.00

CLASSIFIED

Travel	£12
Services	£8.80
Lineage (min 3 lines)	£3.75
Display (Mts & Ents)	£15

PROPERTY

Lineage (min 4 lines)	£5.35
Display	£13.50scc

INSERTS (loose only)

Minimum volume 50,000	Run of Month	Fixed Day
Up to 8 pages	£24/000	£26/000
Over 8 pages	On application	On application