

# advertisement Rates & data



**Circulation area**

Established nearly one hundred years ago, the Holderness Gazette is proud to be the true voice of the communities it serves. It's a vibrant, positive, paid-for weekly tabloid newspaper, packed full of news, views, sport and exciting advertising sections. Published Thursdays and available throughout the region, it's a vital part of Holderness life.

### TOTAL READERSHIP BY DEMOGRAPHIC GROUP (Jicreg November 2005)

aged 75+	1,201
aged 65-74	1,716
aged 55-64	2,442
aged 45-54	2,390
aged 35-44	1,979
aged 15-34	2,407

**Holderness Gazette**  
**HOLDERNESS NEWSPAPERS LTD**  
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 Established 1910



## ADVERTISEMENT RATES

### CLASSIFIED ADVERTISEMENT RATES

£4.36 scc  
 Discounted to £3.93 for 4 week run  
 Discounted to £3.49 for 13 week run  
 Discounted to £3.05 for 26 week run

**HOME SERVICES**  
 5x1 = £14 (4 week deal) £2.80scc  
 5x2 = £17 (4 week deal) £1.70scc  
 10x2 = £26 (4 week deal) £1.30scc

### RECRUITMENT ADVERTISING

1 week - £8.45 scc + free lift onto website  
 2 weeks - £10.21 scc + free lift onto website  
 lineage - £1.25 per word + free lift onto website.

### DISPLAY ADVERTISEMENT RATES

£2.36 scc. Full colour 25% surcharge  
 Front Page £5.95 scc  
 Page 5 £3.40scc Page 7 £3.15scc Page 9 £2.95  
 Back Page £3.40

## PRINT INFORMATION, TECHNICAL DATA AND COLUMN WIDTHS

**COLUMN WIDTHS**  
 1 = 34mm 2 = 72mm 3 = 112mm 4 = 150mm 5 = 188mm 6 = 227mm 7 = 265mm. Page depth 350mm

**COLOUR**  
 Files should be defined as CMYK process colours Colours defined in any other way may cause the advertisement to appear incorrectly No Pantone, RGB or custom colours, Lab Cal CMYK can be accepted No four-colour black should be used for text

**COLOUR SPECIFICATIONS**  
 Screen ruling 100 dpi and 150 lpi Printing sequence – Cyan, Magenta, Yellow, Black Screen Angles Cyan 105, Magenta 75, Yellow 90, Black 45Dot gain – Mid tone areas allow for 34%

**DELIVERY FORMATS**  
 Fonts and graphics should be outlined and embedded respectively.

**E MAIL**  
 Any advertisement created as explained above can be transmitted by email.  
 Text should be sent as Word documents only. Graphics and pictures should be scanned at 200 dpi and saved as JPEG, TIFF or PDF formats. Colours should be defined as CMYK process colours. PDF's should be set at 'PRINT' option in Acrobat Distiller.