



In the book



On the web

Rate Card 2012

Call now to book your print & online advertising opportunities 01534 882508



Classified Section

Display entries	Size (H) x (W)	Mono	1 Colour	2 Colour	White K/O	Full Colour
Double Page Spread	(2x) 270x188mm	£4,808	£7,433	£8,879	£8,879	£10,432
Whole Page	270 x 188mm	£2,452	£3,791	£4,540	£4,540	£5,290
Three Quarter Page	270 x 125mm	£1,603	£2,474	£2,938	£2,938	£3,443
Half Page	130 x 188mm	£1,254	£1,970	£2,345	£2,345	£2,719
Double Sixth Page	130 x 125mm	£879	£1,332	£1,573	£1,573	£1,836
Quarter Page	62 x 188mm	£683	£1,022	£1,209	£1,209	£1,407
Sixth Page Landscape	62 x 125mm	£493	£716	£828	£828	£974
Sixth Page Portrait	130 x 60mm	£493	£716	£828	£828	£974
Super Twelfth	99 x 60mm	£372	£540	£643	£643	£736
Twelfth Page	62 x 60mm	£291	£414	£480	£480	£550
Tried & Trusted (Preface & Online)	84 x 190mm	n/a	n/a	n/a	n/a	£499

£50 Artwork charge may be applicable in certain circumstances

Double Page
2x 270mm deep
x 188mm wide



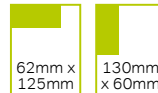
Three Quarter Page
270mm deep
x 125mm wide



Double Sixth Page
130mm deep
x 125mm wide



Sixth Page
Portrait or
Landscape



Full Page
270mm deep
x 188mm wide



Half Page
130mm deep
x 188mm wide



Quarter Page
62mm deep
x 188mm wide



Super Twelfth
99mm deep
x 60mm wide



Twelfth Page
62mm deep
x 60mm wide



Premium Positions	Mono	Full Colour
Premium Heading Position	£565	n/a
Bound Insert	n/a	£5,500
Outside Back Cover	n/a	£9,000
Inside Back Cover	n/a	£3,000
Inside Front Cover	n/a	£3,500
Filler Adverts (minimum 10 adverts)	£660	£1,470
Leaflets per 1000*	n/a	£30
Spine Advert	n/a	£12,000

The inside covers, back cover and spine are our most sought after premier advertising positions. They are one year contracts, please ask your representative for details.

* Excluding print costs, for more details ask your representative.

Classified Text	Mono	Spot Colour
Super Bold Entry (SB)	£125	£165
Bold Entry (BFE)	£90	n/a
Light Faced Entry (ELF)	£45	n/a
Bolt On Entry (BOE)*	£12	£20
Web/Email Entry**	£45	£75
Additional Words (Per Word) (10 words maximum)	£12	£15

* Bolt on Entry is additional Tel No, Fax and or Mobile charged per entry

** Web/Email charged per entry

Please note, the prices above are excluding ongoing contracts

Package

This year you benefit from an enhanced online entry on www.jerseyinsight.com with every display advert you book within the Jersey Directory.

Alphabetical Section

Display entries	Size (H) x (W)	Mono	Full Colour
Whole Page	270 x 188mm	£1,230	£2,175
Half Page	130 x 188mm	£780	£1,190
Quarter Page	62 x 188mm	£440	£805
Sixth Page Landscape	62 x 125mm	£311	£623
Sixth Page Portrait	130 x 60mm	£311	£623
Twelfth Page	62 x 60mm	£155	£309
Banner x 10	20 x 188mm	£1545	£2575

£50 Artwork charge may be applicable in certain circumstances

Alphabetical Text	Mono	Spot Colour
Super Bold Entry (SB)	£120	£150
Bold Entry (BFE)	£75	n/a
Light Faced Entry (ELF)	£30	n/a
Bolt On Entry (BOE)*	£11	£17
Web/Email Entry**	£30	£65
Additional Words (Per Word) (10 words maximum)	£10	£13

* Bolt on Entry is additional Tel No, Fax and or Mobile charged per entry

** Web/Email charged per entry

Please note, the prices above are excluding ongoing contracts

Full Page

270mm deep x 188mm wide



Half Page

130mm deep x 188mm wide



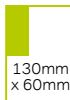
Quarter Page

62mm deep x 188mm wide



Sixth Page

Portrait or Landscape



Twelfth Page

62mm deep x 60mm wide



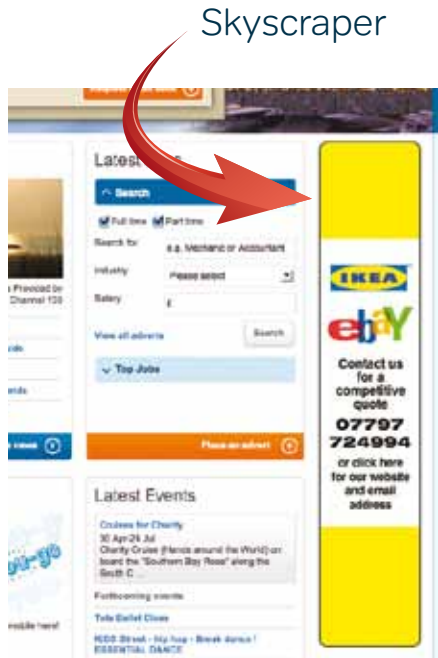
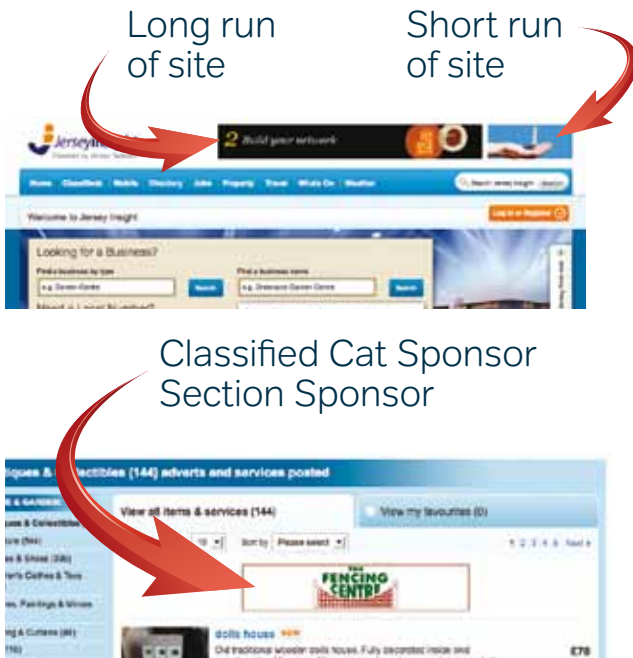
Banner

20mm deep x 188mm wide



Jersey Insight is a popular community website that has on average over 5.2 million page views and 80,000 unique visitors per month.

Jersey Insight	Size (H) x (W) Pixels	Per Month	6 Months (For the price of 5 Months)	12 Months (For the price of 10 Months)
Long Banner (Run of site)	60 x 468	£300	£1,500	£3,000
Short Banner (Run of site)	60 x 150	£150	£750	£1,500
Skyscraper (Run of site)	600 x 120	£350	£1,750	£3,500
Sponsorship Banner (Maximum of 3 customers per section on a rotating basis) Jobs/Mobile/Travel/Home & Garden/Property/Vehicles/Travel & Holidays/Sports & Leisure/Computers/Electrical/General Wanted/Lost & Found/Music & Video	60 x 295	£200	£1,000	£2,000
Recruitment - Bulk upload all jobs		£200		
Vehicle - Bulk upload all cars		£200		
Property - Bulk upload all properties		£200		



Jersey Insight (Directory)

Premium Entry

- More Prominent Background
- Positioned At The Top Of The Listings (Rotating between businesses)
- Web Link (Copy of advert if no weblink)
- Email Link
- Map Reference
- 100 Words of Text
- Picture Gallery (Up to 4 pictures)

£190

Jersey Insight (Directory)

Enhanced Entry

- Web Link (Copy of advert if no weblink)
- Email Link
- Map Reference
- 25 Words of Text

£150

Jersey Insight (Directory)

	Per Month	12 Months (For the price of 10 Months)
Weblinks &/Or Email Link	£7	£70

Jersey Insight (Video)

Video	£500
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Payments

All prices shown are exclusive of GST and will be added at the point of billing. If you opt to pay by invoice the premium entry will be billed as a total in one monthly payment.