

Dunoon Observer and Argyllshire Standard



Founded in 1871 by Mr William Inglis, Snr.

Published every Friday

Circulation 6406 (assessed by independent audit)

**Reach over 15,000 readers throughout Argyll,
plus hundreds more Nationwide**

ADVERTISING RATES

(Effective from 1st March 2009)

	MONO	COLOUR
Full Page:	£1020.00	£1272.00
Half Page:	£510.00	£636.00
Quarter Page:	£255.00	£318.00
Single Column: per cm (min 3 cms)	£4.25	£5.30
Double Column: per cm (min 3 cms)	£8.50	£10.60
Front page Solus: (15 cm x 2 col)		£165.00
Front page Wing: (6 cm x 1 col)		£55.00
Back page Wing: (5 cm x 2 col)		£55.00

SMALL PRE-PAID ADVERTISEMENTS

For Sale/Wanted, Livestock, Property Sales

60p per word – minimum 15 words.

To Let

75p per word – minimum 20 words.

Personal

£3.74 per cm (min. 3 cm)

50p per word – minimum 15 words.

Recruitment/Situations Vacant

£4.84 per cm (min. 3 cm)

75p per word – minimum 20 words

Births, Deaths, Marriages, Acknowledgements, In Memoriam

75p per word – minimum 20 words.

All advertising subject to 15% VAT (until January 2010).

Advertising Agents Commission 10%.

No discount or commission on Front page advertising.

Closing day for small advertisements, Tuesday 12 noon.

Large display advertising, Monday of the same week.

Leaflet insertion rates available on request.

TECHNICAL INFORMATION

Page size:	31.5 cm x 43 cm
Print area:	27.2 cm x 40 cm (6 columns)
Column width:	10 em (42 mm)
Column length:	40 cm
Screen size:	85 lines per inch

Column Widths

1	2	3	4	5	6
42 mm	88 mm	134 mm	180 mm	226 mm	272 mm

Media

We accept DVD/CD, or memory stick, a hard copy/print out should be included for proofing purposes. Also as an email attachment (up to 10Mb) or via AdFast.

Artwork

Artwork can be supplied in the following formats, Adobe Illustrator (CS3 or lower), Adobe InDesign, Adobe Photoshop, Adobe Pagemaker (6.0 or higher), Quark XPress (7.3 or lower), Macromedia Freehand (10 or lower). Adverts can be also be supplied as .jpeg, .eps and .pdf format with fonts embedded or outlined, other formats may be accepted but will be classed as visuals and reset.

Images

We accept image files in .tiff, .jpeg, and .eps format; they should be CMYK and minimum of 200dpi at size used.

Text

We accept text files in .doc, .txt or .rtf format.

ADVERTISING DEPARTMENT

Dunoon Observer & Argyllshire Standard,
219 Argyll Street, Dunoon, Argyll PA23 7QT.

General enquiries: 01369 703218 Advertising: 01369 706082

Fax: 01369 702462

isdn: 01369 704376 email: advertising@dunoon-observer.co.uk

www.dunoon-observer.co.uk

PRINT WORKS

E & R Inglis Ltd., 84 John Street, Dunoon, Argyll PA23 7NS.

Telephone: 01369 701096 Fax: 01369 702462



Scottish Newspaper
Users Association



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