Cotswold Times

ADVERTISING PRICES 2020

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| **Prime positions available to book -** please contact us for further information on positioning and prices. | | | | | | | |
| ADVERTISEMENT  SIZE IN MM  HEIGHT X WIDTH | HEADLINE PRICE  PER MONTH | DISCOUNT 1 FOR PRINT READY COPY PER MONTH | DISCOUNT 2  FROM THE 4TH ENTRY TO DEC 2019 | Deal 1 - Booking a year ahead.  When you book a full years advertising Discount 2 applies for the full year – that’s 11 months. (We don’t publish in January.)  I.e.: The total cost for the year is split into 12 equal payments paid monthly by direct debit for the year. REDUCING YOUR COST EVERY MONTH  - 1 free editorial – doubling the size of your advert – will be applied in a month to suit you (excluding December).  \* If advertising is cancelled during the year the *extra discount* you received to the date of cancellation will need to be repaid, including the cost of the editorial if applicable. | DEAL 1  11 Adverts paid by direct debit for 12 months at these prices | Deal 2 - Booking 6 months ahead. | DEAL 2  6 Adverts paid by direct debit for 12 months at these prices |
| **FULL A4**  **277MM X X190MM** | £700 | £650 | £600 | £550 | 2 Options - 1 advert per month for 6 months OR bimonthly for a year. | £300 |
| **HALF A4**  **LANDSCAPE 136 X 190**  **VERTICAL 277 X 93**  **QUARTER A4**  **PORTRAIT 136 X 93**  **LANDSCAPE 90 X 120** | £400  £250 | £360  £225 | £320  £200 | £293.33  £183.33 | Adverts will be charged at the discount 2 rate.  - Bi-monthly advertising means that payments are spread over 12 monthly direct debits  N.B. payments must begin before Advertising starts. | £160  £100 |
| **SIXTH A4**  **ALMOST SQUARE 90 X 93** | £200 | £160 | £140 | £128.33 |  | £70 |
| **EIGHTH A4**  **LANDSCAPE 66 X 93**  **PORTRAIT 90 X 63**  **BUSINESS CARD**  **LANDSCAPE 43 X 93** | £110  £80 | £95  £70 | £80  £60 | £73.33  £55 | \* If advertising is cancelled during the year the *extra*  *discount* you received to the date of cancellation will need to be repaid,  including the cost of the editorial if applicable | £40  £30 |
| **SIXTEENTH**  **LANDSCAPE 33 X 93** | £60 | £50 | £45 | £41.25 |  | £22.50 |

**N.B. These prices will attract VAT**

- If advertising is cancelled during the year the *extra discount* you received to the date of cancellation will need to be repaid.