

Hanover Directory Rate Card

2019

Quick overview...

There are three ways to pay for advertising with us...

Pay as you go: With this option you pay for your advertising each month.

Subscription: With this option you subscribe for 6 or 12 months and pay monthly by direct debit. A 10% or 15% discount off the 'pay as you go' price is included.

Pay up front: With this option you pay for twelve months up front and get a 20% discount off the 'pay as you go' price.

*Businesses signing up for 12 months get FREE use of our reviews website www.trustedandlocal.co.uk



For more information about the above pricing and packages, as well the Trusted and Local website please visit our website at www.hanoverdirectory.co.uk

Rates...

Pay as you go... (three month commitment required. Months do not need to be consecutive)

These fees are due monthly before publication and are exclusive of VAT.

| Size of Advert | Sixteenth | Eighth | Quarter | Half | Full |
|----------------|-----------|--------|---------|------|------|
| Cost per month | £25 | £36 | £47 | £79 | £148 |

Subscription... (fees taken monthly by Direct Debit and are exclusive of VAT)

Six Month Subscription

These fees include a **10% discount** off the 'Pay as you go' rate.

| Size of Advert | Sixteenth | Eighth | Quarter | Half | Full |
|----------------|-----------|--------|---------|--------|---------|
| Cost per month | £22.50 | £32.40 | £42.30 | £71.11 | £133.20 |

Twelve Month Subscription

These fees include a **15% discount** off the 'Pay as you go' rate and includes use of www.trustedandlocal.co.uk

| Size of Advert | Sixteenth | Eighth | Quarter | Half | Full |
|----------------|-----------|--------|---------|--------|---------|
| Cost per month | £21.25 | £30.60 | £39.95 | £67.15 | £125.80 |

Pay up front...

These fees include a **20% discount** off the 'Pay as you go' rate and the full 12 months are paid up front before the publication of the first issue and includes use of www.trustedandlocal.co.uk.

| Size of Advert | Sixteenth | Eighth | Quarter | Half | Full |
|--------------------|-----------|---------|---------|---------|-----------|
| Cost for full year | £240 | £345.60 | £451.20 | £758.40 | £1,420.80 |

Premium Spaces

These are monthly fees and are exclusive of VAT.

Back Cover...£225 • Inside Back Cover....£185 • Inside Front Cover...£185 • Front cover 'block' advert....£40

Other

Advert design.....£10 for a simple layout. More complicated designs charged accordingly

Editorial space.....Charged at same rate as advertising space and includes free lay out.

Advert Requirements

Dimensions:

| Size of Advert | Sixteenth | Eighth | Quarter | Half | Full |
|-------------------|-----------------------------|-----------------------------|------------------------------|--------------------------|-------------------------------|
| Advert Dimensions | 34 mm wide by 51 mm high | 73 mm wide by 52 mm high | 73 mm wide by 107 mm high | 150 mm by 107 mm high | 150 mm wide by 220 mm high |

Format: Our preferred format is PDF but we can accept most formats including J-peg, tiff and Word

Deadlines: Deadline for artwork is the 15th of the month before. e.g. 15th March for the April edition.

Only exception is January deadline which is 10th December

Please call 01273 551021 or email info@hanoverdirectory.co.uk if you have any questions...