



Media Pack

2013

The **Bristol Post** delivers so much more than just local news. We provide a bridge between your customers and your business through advertising opportunities, promotions and specific features. Not only is it the best read newspaper in the region, it has a readership of **over 130,000 people DAILY** and a weekly reach of **over 259,000 people**.

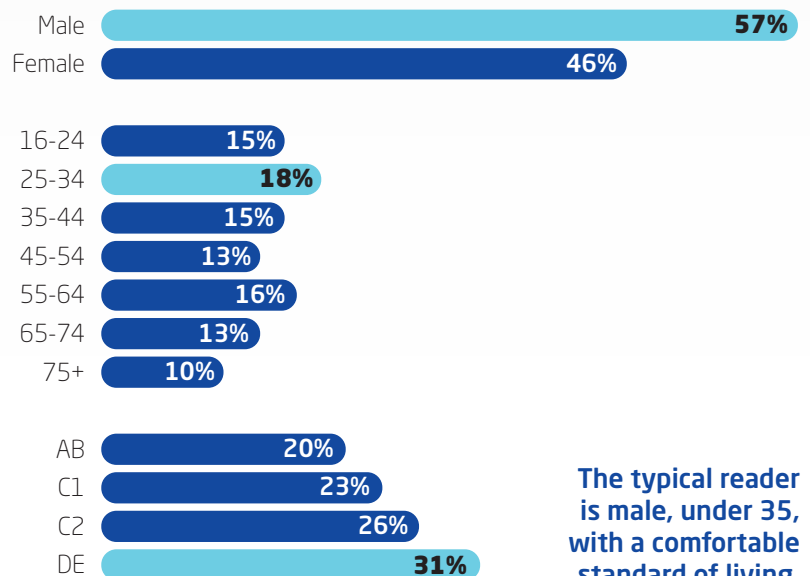
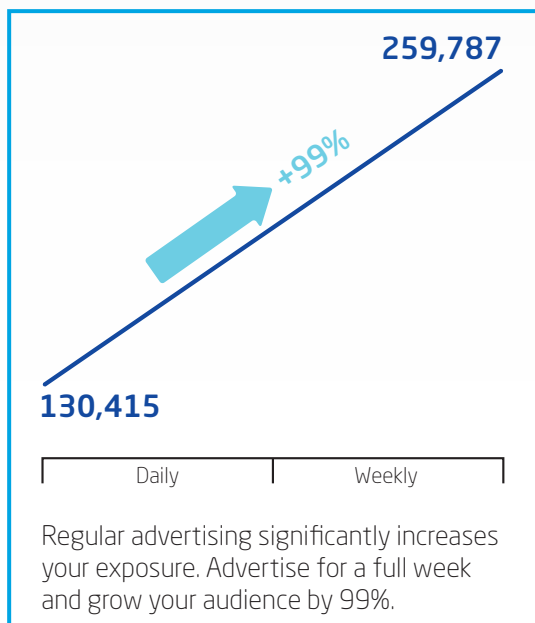
Readership Figure:

130,415

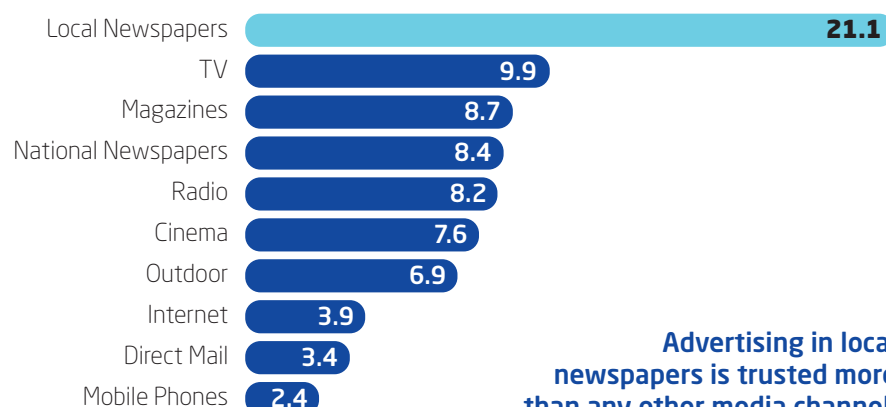
Weekly Reach:

259,787

Frequency: **Daily** Cover Price: **50p**



The typical reader is male, under 35, with a comfortable standard of living.



Advertising in local newspapers is trusted more than any other media channel.



Rates

Display Advertising

per single column centimetre (non-modular)

All Editions

Front Page	£684.95 (15x2)
Back Page	£515.00 (4x8)
Run of Paper	£15.85
Business	£15.85
Leisure	£15.85

Classified Advertising

per single column centimetre (non-modular)

Education & Training	£20.10
General Classifieds	£14.40 (£3.10 per line)
Motors	£13.70
Property	£14.00
Public Notices	£18.40

Mechanical Data

Column Widths

1 Column	32 mm	5 Columns	168 mm
2 Columns	66 mm	6 Columns	202 mm
3 Columns	100 mm	7 Columns	236 mm
4 Columns	134 mm	8 Columns	270 mm

Screen Size

Colour	100 lines per inch (40 lines per cm)
Black & White	85 lines per inch (40 lines per cm)

Page Dimensions

Full Page	34x8 (340mm x 270mm)
Half Page Vertical	34x4 (340mm x 134mm)
Half Page Horizontal	17x8 (170mm x 270mm)
Quarter Page	17x4 (170mm x 134mm)

Contacts

Delivery of Copy	Adfast: www.adfast.co.uk
Copy Control Helpdesk	Tel: 0117 934 3273
	Email: copyhelpdesk@bepp.co.uk

Surcharges

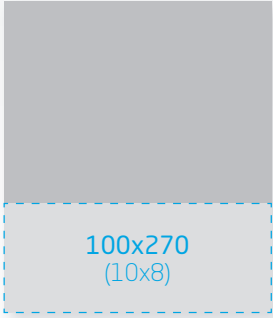

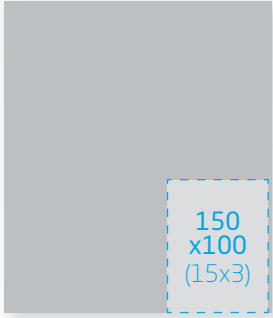

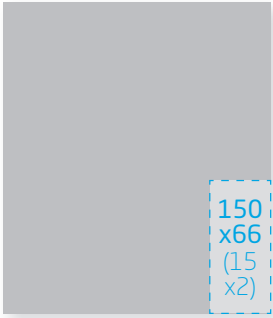
Guaranteed Positions	25%
Colour Charge	25%
Box Number	£20.00

Deadlines

Run of Paper	10.30am two days prior to publication
Classified	3.30pm two days prior to publication
	<i>*Monday/Tuesday publication</i>



Modular ROP Price Card

 <p>340x270 (34x8)</p> <p>Modular FP £3,916.80</p>	 <p>240x270 (24x8)</p> <p>Modular 14 £2,764.80</p>	 <p>170x270 (17x8)</p> <p>Modular HP £1,958.40</p>	 <p>340x134 (34x4)</p> <p>Modular HPV £1,958.40</p>	 <p>240x134 (24x4)</p> <p>Modular 13 £1,382.40</p>
 <p>100x270 (10x8)</p> <p>Modular 12 £1,152.00</p>	 <p>340 x66 (34 x2)</p> <p>Modular QVP £979.20</p>	 <p>170x134 (17x4)</p> <p>Modular QP £979.20</p>	 <p>80x270 (8x8)</p> <p>Modular 11 £921.60</p>	 <p>150 x100 (15x3)</p> <p>Modular 10 £648.00</p>
 <p>100x134 (10x4)</p> <p>Modular 9 £576.00</p>	 <p>170 x66 (17 x2)</p> <p>Modular 8 £489.60</p>	 <p>40x270 (4x8)</p> <p>Modular 7 £460.80</p>	 <p>80x134 (8x4)</p> <p>Modular 6 £460.80</p>	 <p>100x100 (10x3)</p> <p>Modular 5 £432.00</p>
 <p>150 x66 (15 x2)</p> <p>Modular 4 £432.00</p>	 <p>100 x66 (10 x2)</p> <p>Modular 3 £288.00</p>	 <p>80 x66 (8x2)</p> <p>Modular 2 £230.40</p>	 <p>50 x66 (5x2)</p> <p>Modular 1 £144.00</p>	



To discuss your advertising requirements or
to find out more information give us a call on
0117 934 3000

