

Trinity Mirror Merseyside

Effective: 02 January 2007

Agency commission by arrangement. All prices subject to VAT at prevailing rate.

Recruitment Rates*

	Mono Display†	Semi Display	Linage
Liverpool Echo	£59.02	£8.79	£9.77
Daily Post All Editions	£31.52	£5.23	£3.79
Liverpool Daily Post	£15.76	£1.80	£1.69
Liverpool Weekly News Group	£27.87		£8.04
Mediamix: Midweek Visiter/Southport Visiter/Formby Times/Ormskirk Advertiser Series/Midweek Advertiser/Village Visiter	£24.10		
Mediamix: Midweek Visiter/Southport Visiter/Formby Times/Crosby Herald/Bootle Times/Ormskirk Advertiser Series/Midweek Advertiser	£25.69		
Mediamix: Midweek Advertiser/Southport Visiter/Ormskirk Advertiser Series	£21.24		

(Group packages available on request)

† Colour +35% on all S.C.C. rates (subject to availability)

JOBS

North West

Included with all Trinity Mirror Merseyside Titles and Daily Post Wales

Effective: 03 September 2007

Public Notice Rates*

	S.C.C.	Linage
Liverpool Echo	£57.40	£7.38
Daily Post All Editions	£36.38	£4.80
Liverpool Daily Post	£28.75	£3.81
Mediamix: Midweek Visiter/Southport Visiter/Formby Times/Crosby Herald/Bootle Times	Available on request	
Liverpool Weekly News Group	£19.64	£4.89
Liverpool Echo & Daily Post All Editions	£85.21	£11.04

Copy Deadlines

ROP and Classified Display (mono) copy
Classified Lineage and Semi Display

5.00pm two working days prior to insertion
2.00pm day prior to insertion at Liverpool except Saturday edition, deadline Thursday 5.00pm

Mechanical Data

Trinity Mirror Merseyside

Column length:	360 mm
Full Page width:	272 mm wide
Column width:	(8 columns)
1 column	31.025 mm
2 column	65.45 mm
3 column	99.875 mm
4 column	134.3 mm
5 column	168.725 mm
6 column	203.15 mm
7 column	237.575 mm
8 column	272 mm
Weekend Echo	
Column length:	340 mm
We can resize artwork free of charge or new copy can be supplied.	

Mono:

Screen 85 per inch/ 34 per cm
Good quality bromide required.

Full Colour

Screen 100 per inch/ 40 per cm.
All colours used should be CMYK - we do not accept pantone colours.

Spot Colours:

All spot colour are produced from four-colour process inks, so any spot colours must be supplied in CMYK format.

Spot Red: 100% Magenta and 100% Yellow.

Spot Blue: 100% Cyan

File Resolution:

Greyscale and colour scans 200 dpi.

Bitmap scans 600 dpi.

FILE SIZE MUST NOT EXCEED 40MB.

Artwork File Types:

File must be MAC compatible and supplied in one of the following formats:

Our preferred format is PDF - Press Optimised Settings, EPS - Photoshop, Freehand, Illustrator or Quark. All fonts must be outlined. ADS. EPS images only, not TIFF.

WE DO NOT ACCEPT COMPLETE ARTWORK OR IMAGES IN MICROSOFT WORD, PUBLISHER, POWERPOINT, OR FILM SEPARATIONS.

Preferred method of transmission for receiving external adverts: ADFAST: www.adfast.co.uk

Terms and Conditions

For full Terms and Conditions please visit: www.icliverpool.co.uk/terms or call 0151 227 2000.

*Agency commission 10%.

Trinity Mirror NW²

Trinity Mirror North West & North Wales Ltd
a Trinity Mirror business

Trinity Mirror Merseyside

Seton & West Lancashire Mediamix

- Southport Visitor
- Crosby Herald
- Formby Times
- Ormskirk Advertiser Series
- Midweek Advertiser
- Midweek Visitor
- Bootle Times

Liverpool Weekly Newspaper Group

- Crosby Herald
- Bootle Times
- South Liverpool Merseyarmt
- Anfield & Walton Star
- West Derby & Tuebrook Merseyarmt
- Hayton & Roby Star
- Maghull & Aintree Star

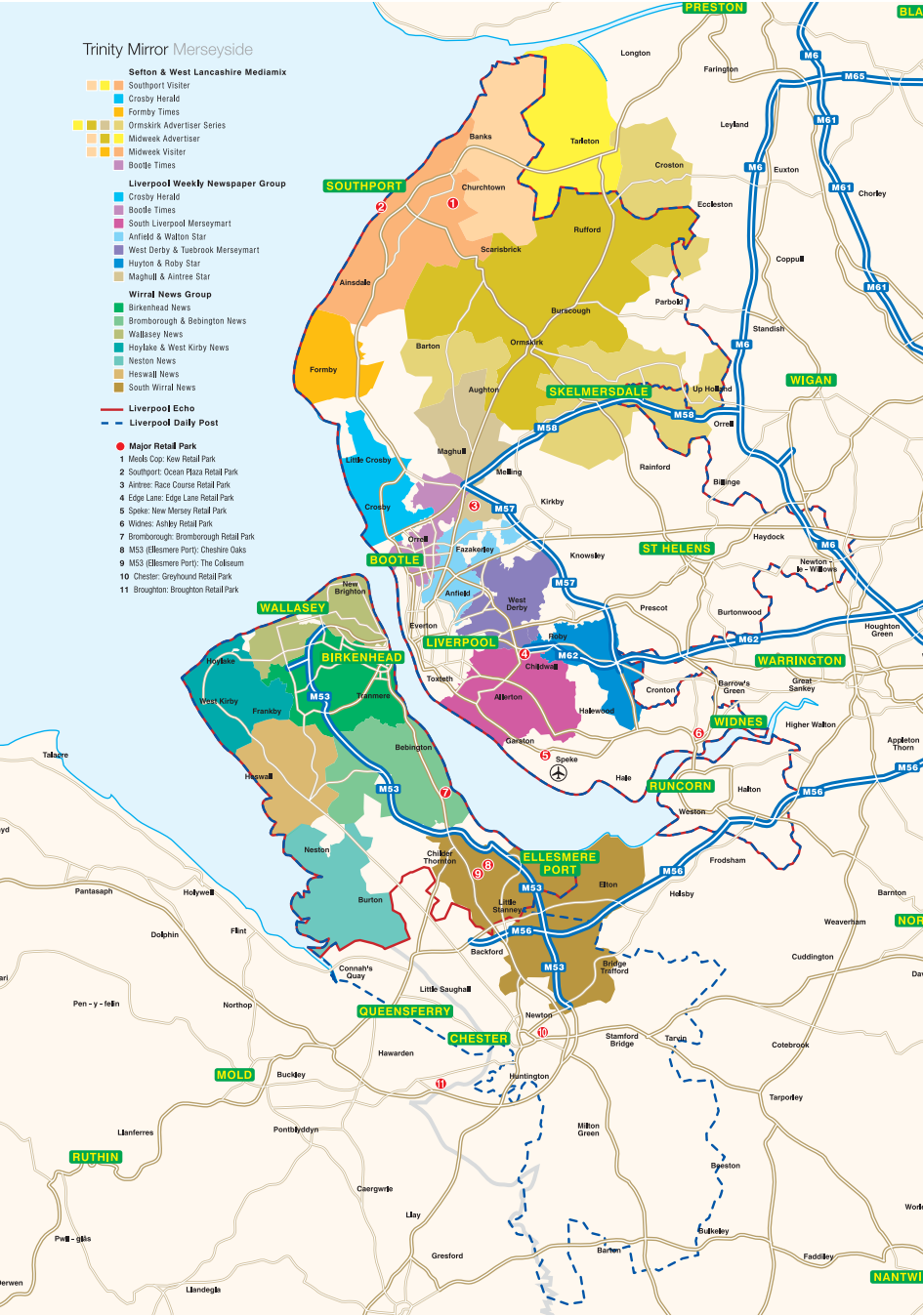
Wirral News Group

- Birkenhead News
- Bromborough & Bebington News
- Wallasey News
- Haylake & West Kirby News
- Neston News
- Heswall News
- South Wirral News

Liverpool Echo

Liverpool Daily Post

- Major Retail Park
- 1 Meols Cop: Kew Retail Park
- 2 Southport: Ocean Plaza Retail Park
- 3 Aintree: Race Course Retail Park
- 4 Edge Lane: Edge Lane Retail Park
- 5 Speke: New Mersey Retail Park
- 6 Widnes: Ashby Retail Park
- 7 Bromborough: Bromborough Retail Park
- 8 M53 (Ellesmere Port): Chester Dials
- 9 M53 (Ellesmere Port): The Coliseum
- 10 Chester: Greyhound Retail Park
- 11 Broughton: Broughton Retail Park



Digital Packages

The uploading of recruitment advertising to Fish4Jobs plus our local recruitment websites will be charged at a packaged rate. Prices available upon application.



www.jobs-merseyside.co.uk

www.publicjobs-northwest.co.uk

Contact Details

REGIONAL RECRUITMENT DIRECT TEAM
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Agency Team 0151 472 2271
Agency Fax 0151 472 0013
Email: recruitment@liverpool.com

PUBLIC NOTICES
Liverpool Echo & Post

Tel 0151 227 2000
Fax 0151 472 2275
Tel 01704 398 329
Fax 01704 532 041
Tel 0151 288 7604
Fax 0151 647 6933

Southport

Tel 0207 845 0100
Fax 0207 845 0101
Email: london@amra.co.uk

Wirral

AMRA (London)
62 - 65 Chandos Place, London WC2N 4LP

Tel 0161 869 7800
Fax 0161 848 8453
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Manchester M5 3FH