

# The Effective Directories - Rate Card

## Price List per Directory – 1st December 2010

	1 Month		3 Month package * saving 10%		6 Month package *saving 15%		12 Month package *saving 20%	
	B&W	Colour	B&W	Colour	B&W	Colour	B&W	Colour
<b>Full page</b>	£95	£113	£256	£305	£484	£576	£912	£1084
<b>Half Page</b>	£59	£72	£159	£194	£300	£367	£566	£691
<b>Quarter Page</b>	£36	£47	£97	£126	£183	£239	£345	£451
<b>Eighth Page(Starter)</b>	N/A		£58		N/A		N/A	
<b>Centre Pages (printed in full colour) Centre Spread</b>	£130 each page		£351		£663		£1248	
	£209 two pages		£526		£994		£1872	
<b>Front Cover (Printed in full colour)</b>	£231 full page		N/A		N/A		N/A	
<b>Back Cover (Printed in full colour)</b>	£166 full page		N/A		N/A		N/A	
<b>Inside Front &amp; Back Cover (Printed in full colour)</b>	£130 per page		£351		£663		£1248	

\*Can be different copy for each month. The discount is for booking the space.

**For just £10 you can request your favourite page number, left or right 3, 5 or 7**  
(Excludes premium pages & subject to availability)

### Editorial Feature

A double page spread, including photographs & advertisement. A great way to let potential customers know all about your business.

**Fantastic value - just £182 Colour**

### Restaurant Review

Two Page Spread, including Photo's & Adverts for a  
**FANTASTIC price of only £150 + the cost of the meal**

**Loose inserts** - These can be delivered with the Directory for just **£40(per 1000)**

**EXTRA 5% DISCOUNT AVAILABLE IF YOU BOOK A 3 OR 6 MONTH PACKAGE IN MORE THAN ONE DIRECTORY**

**IF YOU BOOK A 12 MONTH PACKAGE IN MORE THAN ONE DIRECTORY YOU GET A MASSIVE 25% DISCOUNT**

*All prices are subject to VAT*